

IN THIS ISSUE WE **SOCK IT TO**
POKÉMON • "THE PRACTICE" • THE CLASS OF 2000

MAD

IND [®]



UNITED STATES

#394 JUNE 2000 \$2.99 CHEAP!



0.6>

0

70989 33230 0

**SUBSCRIBE
TO**

MAD!

**DON'T
MISS AN
ISSUE!**

**SAVE
MONEY!**

**12
ISSUES
ONLY
\$24!**

**CALL
1-800-
4-MAD
MAG**

**Save
Almost \$12
Off Regular
Newsstand
Price!**

Visa or
MasterCard
Orders Only!

Monday
through Friday
8 a.m. - 11 p.m.
Eastern Time;
9 a.m. - 6 p.m.
Saturday.

U.S.A. and
Canada Orders Only!
**OR USE THE
CONVENIENT
COUPON
BELOW!**

USE COUPON OR DUPLICATE

MAD

P.O. BOX 52345 BOULDER, CO 80322-2345

NAME _____
(please print)

ADDRESS _____

CITY _____

STATE _____ ZIP _____

- Payment enclosed!
 Please bill me later!

Outside U.S.A. (Including Canada) price is \$30 (includes GST tax). Funds payable by International Money Order or Check drawn on a U.S.A. Bank. MAD Magazine cannot be responsible for cash that is lost or stolen in the mails so CHECK OR MONEY ORDER PREFERRED! Please allow up to 8 weeks for delivery of first issue.

Norm Mingo

SDAMB



PULL MY CHENEE
BY TOM CHENEY



DEPARTMENTS

LETTERS AND TOMATOES DEPARTMENT: Random Samplings of Reader Mail	4
WITLESS FOR THE DEFENSE DEPARTMENT: "The Malpractice" (A MAD TV Satire)	6
2 TRITE 2B 4 GOT-10 DEPARTMENT: High School Yearbook Inscriptions You're Sure to See	11
STATIS-TICKLE DEPARTMENT: A New Millennium Update to MAD's Table of Little Known and Very Useless Weights, Measures and Distances	14
A SITE FOR STORE EYES DEPARTMENT: The Downside of Internet Shopping	16
ANGSTER'S PARADISE DEPARTMENT: Monroe &...The Foreign Exchange Student	18
TEAM SCHLOCK-IT DEPARTMENT: Pokémon Collector's Hall of Fame	22
CARS AND DEFECTS DEPARTMENT: Bumper Stickers That Reflect Real School Life	24
TALES FROM THE DUCK SIDE DEPARTMENT: The Ex-Files	26



SHTOINK glink SKROINCH

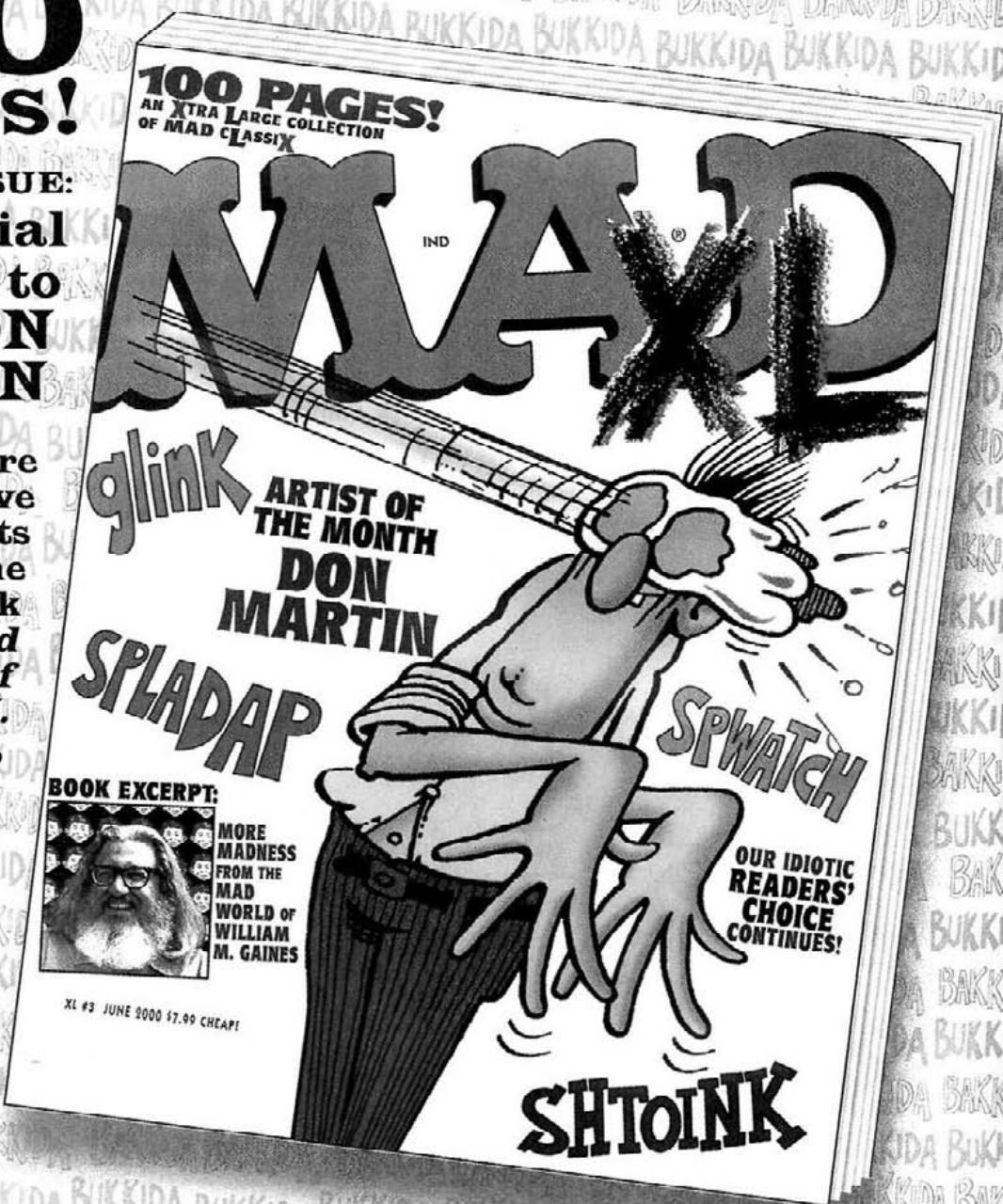
NEED WE SAY MORE?

100 PAGES!

THIS ISSUE:
A special
tribute to
**DON
MARTIN**

PLUS •More
exclusive
excerpts
from the
classic book
*The Mad
World of
William M.
Gaines*,
with rare,
never before
seen photos
and original
artwork!

•Reader-
Selected
Favorites!
•And More!



ON SALE Now Wherever Magazines Are Sold!

To read a special preview from *The MAD World of William M. Gaines*, go to www.madmag.com



MORE DEPARTMENTS



36



40

1952
Gouda Pavilion
Opens at Six Flags
Cheese World

THIS MONTH IN HISTORY						
JUNE						
SUN	MON	TUES	WED	THURS	FRI	SAT
1	2	3				
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

1992
Dallas Cowboys
Coach, Jimmy
Johnson, Has Hair
Laminated

1991
New Study Reveals
People Who Tip Their
Doctors Live Longer

1989
Luigi "The Pig" Santucci
Becomes First Loan
Shark in Nation to
Offer Free Checking

1994
Cartoon Network
Scraps Plans for
Animated Veal Series

"I HAVE A SCREAM" DEPARTMENT:
"Wes Craven" 27

BETTER APE THAN NEVER DEPARTMENT:
One Fine Day in the Animal Testing Lab 30

BERG'S-EYE VIEW DEPARTMENT:
The Lighter Side of 31

HALF PAST 10 PIN DEPARTMENT:
Bowling Shoes to Match Time Zones —
A MAD Exposé 33

AN EMBARRASSMENT OF RICHARD'S DEPARTMENT:
Tem-Por-Peddle-It Mattress Ad 35

CRAP AND GOWN DEPARTMENT:
MAD's Commencement Address
for the Class of 2000 36

JOKE AND DAGGER DEPARTMENT:
Spy Vs. Spy 38

LETTERS ENTERTAIN YOU DEPARTMENT:
MAD Anagrams 40

SERGE-IN GENERAL DEPARTMENT:
A MAD Look at Parents 41

MOURNING NEWS DEPARTMENT:
Still More Obituaries
For Advertising Characters 45

GRIEVING LAS VEGAS DEPARTMENT:
MAD's Celebrity Cause-of-Death
Betting Odds 48

MARGINAL THINKING DEPARTMENT:
"Drawn Out Dramas" Various Places
by Sergio Aragones Around the Magazine

"Americans are the
only people looking
for a short cut to
the quick fix!"



LETTERS • AND • TOMATOES • DEPARTMENT

SCHOOL DAZE

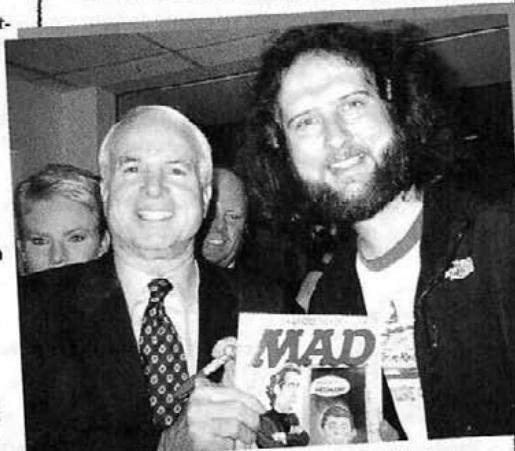
As I sat here staring blankly at my Pre-Calculus homework, the bane of my existence, I wondered for the zillionth time: What is the point of math, especially Calculus and Algebra? I then remembered an English assignment that I still hadn't done yet, which was to write a letter to a magazine. The answer became perfectly clear: Write MAD and see if they know the point of math. Also, if you print this letter, hopefully I will get a better grade in English than I have in Pre-Calculus. By the way, what is the answer to $\log_2(4^2 \cdot 3^4)$?

Ryan Healey, Dryden, MI

Heals — We write the following with much trepidation. The simple fact is there is a code of silence, an oath that must be taken for all those who enter adulthood. The penalty for breaking this oath is death. Nonetheless, we break it here today because we care about you, Ryan Healey. Here is the truth: Calculus doesn't matter. You will never, ever, under any circumstances, have a practical application for this mind-numbing numbers crap. Likewise, all those dates you have to memorize for History — garbage. Unless your big plan in life is to become a contestant on *Jeopardy!*, you will never need to know that Columbus set sail in 1514, or that the 100 Years War ran from 1864-1952. Ditto dissection of frogs, French and anything by that English-as-a-second-language-hack, Shakespeare. There you have it, the cat's out of the bag! See ya on the honor roll! —Ed. P.S. Please keep this between us and don't show this issue to any of your student friends! —Ed.

MAD CELEBRITY SNAPS

Last issue we quoted Senator John McCain saying "As you know my dear friends, Alfred E. Neuman is a national hero." No sooner did we print it, then —bam! — this Celebrity Snap arrives in our mailbox. Congrats to Jeffrey Able of Columbia, SC for his three-year subscription, which coincidentally will run through much of the first term of the Gore administration!



Senator John McCain and Jeffrey Able of Columbia, SC

HOW TO REACH US
Please Address Correspondence
To: MAD, Dept. 394, 1700
Broadway, New York, New York
10019. MAD welcomes reader
submissions. Manuscripts will not
be returned or acknowledged,
however, unless they are accom-
panied by a self-addressed,
stamped envelope! MAD doesn't
read faxed submissions!

DOLLARS AND NONSENSE

I am a long time reader of your trade journal, MAD magazine. I find your publication both entertaining and informative. However, I have noticed a lack of financial content. I would like to see more coverage of Wall Street, economic and capital market news. Financial issues have become more prevalent in the media. I think that MAD could parody risk pricing methodologies and that your readers would appreciate some derivative and call option humor.

Mark Glitto, Esq., Via madmag.com

Glitter — It's rare that we receive a letter that so accurately pinpoints our editorial shortcomings. Rest assured that we have shared your comments with the highest levels of this organization and have already taken steps to correct our lack of financial-based comedy. Here's a sneak peek at an upcoming article, "You Know You're a Derivative and Call Options Geek When...": 1) Your computer has an Alan Greenspan screen saver; 2) You've been slapped with restraining orders from Maria Bartiromo, Alice Rivlin and Louis Rukeyser; 3) You once sold gold futures short in an attempt to cover Yen options which had a call of 30 and a buy of 13 over a three-day holiday with markets closed and overseas trading heavy to fund an IPO debentures offering in a cyclical despite unemployment figures indicating otherwise! See ya on the street! —Ed.



THE MAD UGLY CAR

Gentlemen, start your engines! Racing fans, cover your eyes! It's the N.I.R.A. MAD Ugly Car coming to a speedway near you! Visit the MAD web site (www.madmag.com) for a complete listing of the 2000 race season. See you in the pit!

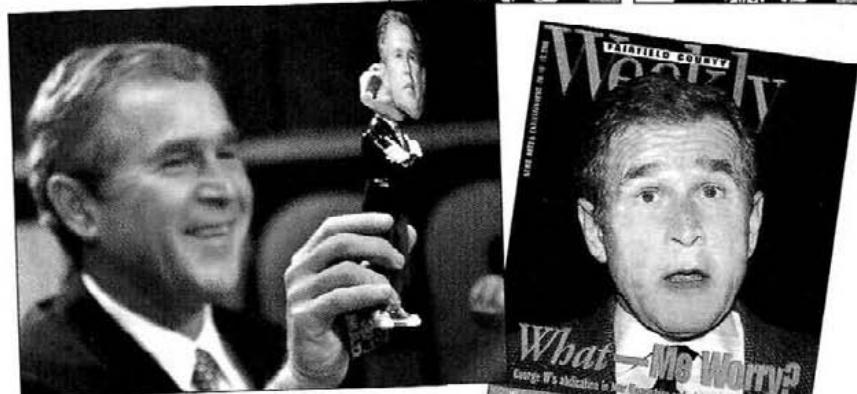
FAX MAD AT
(212) 506-4848!

MAD #395
ON SALE JUNE 20!
MAD XL #4
ON SALE JUNE 20!

ATTENTION
SUBSCRIBERS
For all subscription-related matters (including change of address) in the U.S. and Canada, please call 1-800-4 MAD MAG or write P.O. Box 52345, Boulder, CO 80322-2345! Please DO NOT phone, write, fax or e-mail our New York office — we're too dumb to help you there!

BUSH LEAGUE POLITICS

Tis the political season and more than one person has pointed out the striking physical resemblance between George W. Bush and MAD's own *What, Me Worry?* kid, Alfred E. Neuman. Actually, their physical resemblance is just the beginning of the eerie coincidences between George W. and Alfred E. In fact: Bush's first name contains six letters, Neuman's first name contains six letters. Both Bush and Neuman use a middle initial as part of their whole names. Both Bush and Neuman have run for President and both had trouble generating much enthusiasm as a candidate. Bush has no comprehensible foreign policy and is thought of by most as an intellectual lightweight. Well, perhaps this is where the comparison breaks down!



Reading clockwise: AP photo of Bush holding an Alfred statue in which someone replaced one idiot grin with another; the cover of *The Fairfield County Weekly*, February 10, 2000; and a Tom Tomorrow cartoon in which it's obvious tomorrow had no ideas that day!

MAD MUMBLINGS @aol.com

Rick Tukla should draw cartoons for Hustler — Thelma Pickles...Love your mag, I thought I would grow out of it. I was mistaken, thank God! — Marchan210...What would happen if I plugged my mouth and nose while I sneezed? — Ben Keller...Being insecure makes you turn pink — Bunnie2567...It's virtually impossible to baptize a cat — Ittzings...Sometimes at night I like to think about what fish would look like if they had feet — Smudge76...Maps spelled backwards is Spam — MikeDog999... Did you know that an egg and a tire can make a boring day fun? — DIEHARD861...Never say "I am the king of all I survey" in a port-o-potty — STDstroyer.

"THE SPENDING ANNEX"

January 21, 2000

Dear MAD Magazine Editor:

After being featured in *Time*, *The Wall Street Journal* and *The New York Times*, we are proud to finally make the ranks of MAD Magazine! And, although we have been featured in various types of media from sitcoms to science fiction movies, your piece will go down as one of our most memorable times in the limelight. We can't tell you how much we enjoyed your satire on *The Learning Annex*. You had the office bowling.

Parody is the greatest form of flattery and you've done a superb job. Your attention to detail is amazing — from our typeface and logo design to our layout and style. Bravo! We continue to enjoy your deeply reflective political rhetoric and insightful social commentaries. We can't wait to see what you come up with for your follow-up issue.

Sincerely,

[Signature]
Beth Greer and Stephen Seligman

President

[Signature]

C.E.O.

NETFLIX FOR MEDIA

MAD

VISIT THE MAD WEB SITE!
http://www.madmag.com

MAD

William M. Gaines
founder

Jenette Kahn
president & editor-in-chief

Paul Levitz
executive vice president & publisher

Nick Meglin & John Ficarra
editors

Editorial:

Charlie Kadou & Joe Raiola
senior editors

David Shayne associate editor

Amy Vozelos assistant editor

Dick DeBartolo creative consultant

Annie Gaines managing editor

Dorothy Crouch vp-licensed publishing and associate publisher

Art Department:

Sam Viviano art director

Nadina Simon associate art director

Leonard Brenner graphics consultant

Thomas Nozkowski production

Marla Wyche production artist

Circulation:

Tracy Bowen manager-newsstand sales

Administration:

Patrick Caldon vp-finance & operations

Alison Gill exec. director - manufacturing

Lillian Laserson vp & general counsel

Contributing Artists And Writers

the usual gang of idiots

MAD (ISSN 0024-9319) is published monthly by E.C. Publications, Inc., 1700 Broadway, New York, NY 10019. Periodicals postage paid at New York, N.Y. and at additional mailing offices. Subscription in U.S.A.: 12 issues \$24.00 or 24 issues \$45.00 or 36 issues \$60.00. Outside U.S.A. (including Canada), 12 issues \$30.00 or 24 issues \$57.00 or 36 issues \$78.00. (Canadian price has GST tax included.) Ending concerns © copyright 2000 by E.C. Publications, Inc. Allow 10 weeks for change of address to become effective, and include mailing label when making change of address or inquiring about your subscription. POSTMASTER: send address changes to MAD, P.O. Box 59245, Boulder, CO 80322-2345. The Publisher and Editors will not be responsible for unsolicited manuscripts, and request all manuscripts be accompanied by a stamped self-addressed return envelope. The names of characters used in all MAD fiction and semi-fiction are fictitious. A similarity without satiric purpose to a living person is a coincidence. Printed in U.S.A.



WITLESS FOR THE DEFENSE DEPT.

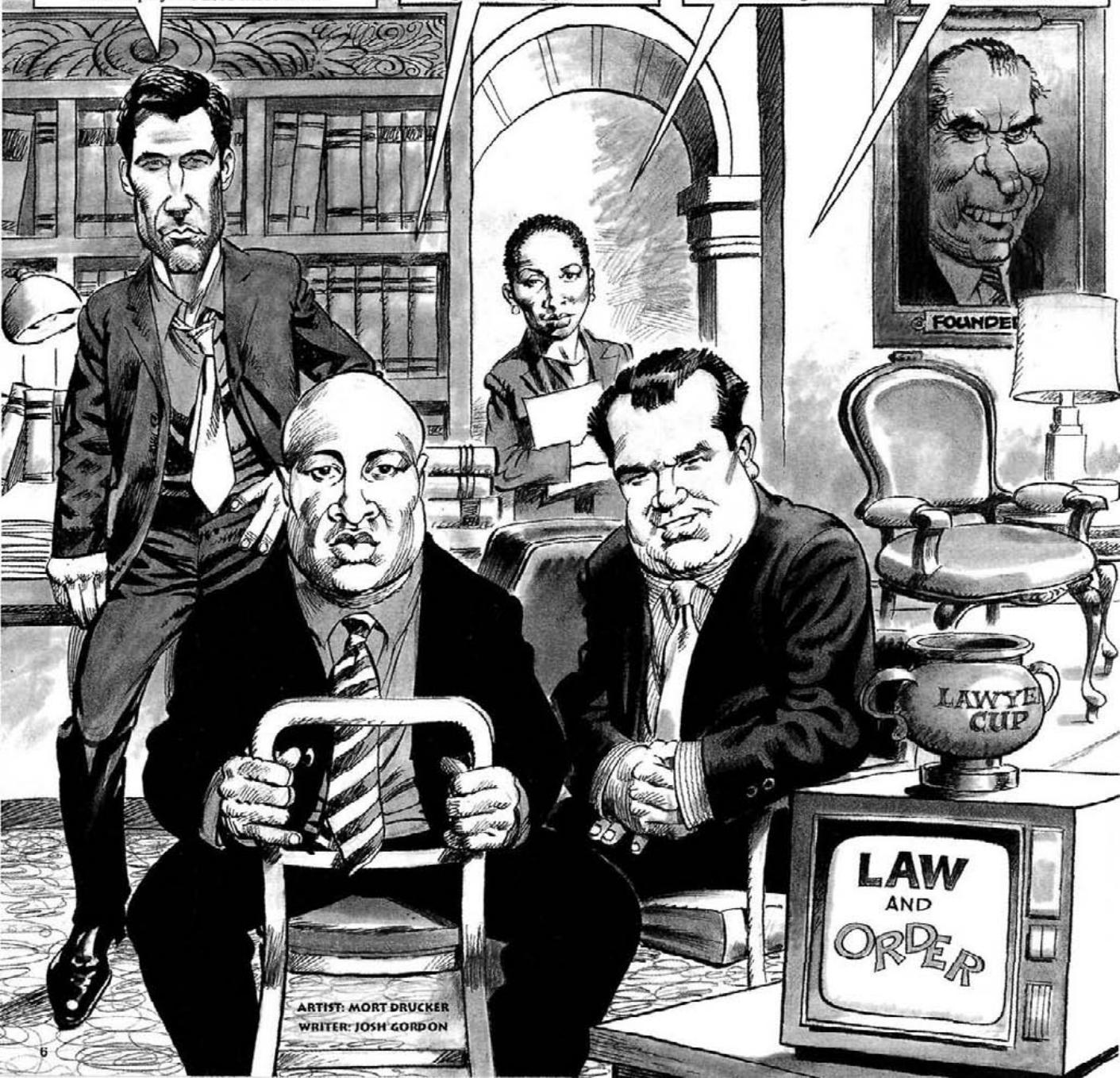
What do you call a busload of thirty lawyers falling off a cliff? A good start! What do you call a cast load of six lawyers going through the motions in a lame legal melodrama? We call it...

I'm Bibby Donutt! I run the Boston law office of Donutt, Yank, Doll & Frappé! Our motto: "Give us the scum of society and we'll keep them out of jail and on the streets!" We specialize in the bizarre! Got a severed head in a bowling bag? Give us a call! Got a dead dwarf glued to a prostitute? We're your team! It's gritty work! Every day I deal with tortured souls, neurotics and sociopaths! They're my partners and employees! Let's meet them!

I'm Huge Gene Yank! My partners often question our belief in what is right and what is wrong! I don't question! I KNOW we're wrong! But we'll defend you anyway! You want bail — no problem! You want to cut a plea bargain deal — no problem! You want justice but don't have our \$300 an hour legal fee — big problem!

I'm Tribeca Wishbone! I was a secretary, then worked my butt off going to law school at night to become a partner with this firm! Now that I've succeeded, I realize something — I've hitched my wagon to a team of idiots! I should've gone to hairdressing school!

I'm Jumba Berloophole! I do the grunt work. I look like I belong in the Bada Bing Club with the Sopranos, not in a Boston law firm! I started my career chasing ambulances. I huffed and puffed! Couldn't catch them! Fortunately, I have a car now!



MALPRACTICE

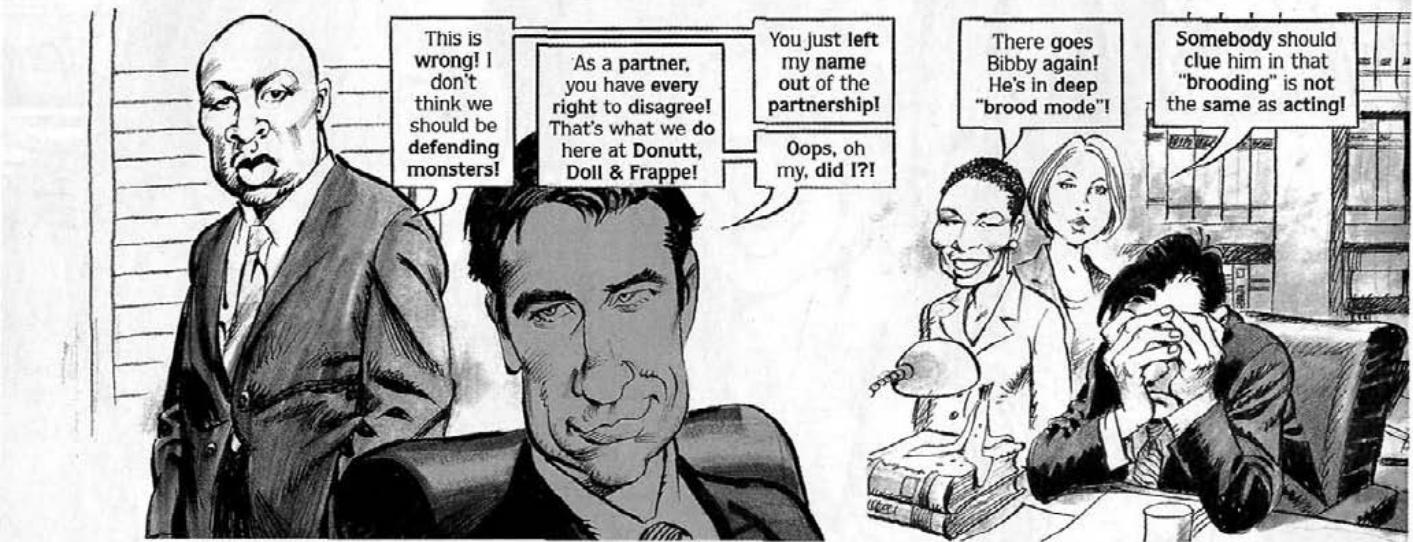
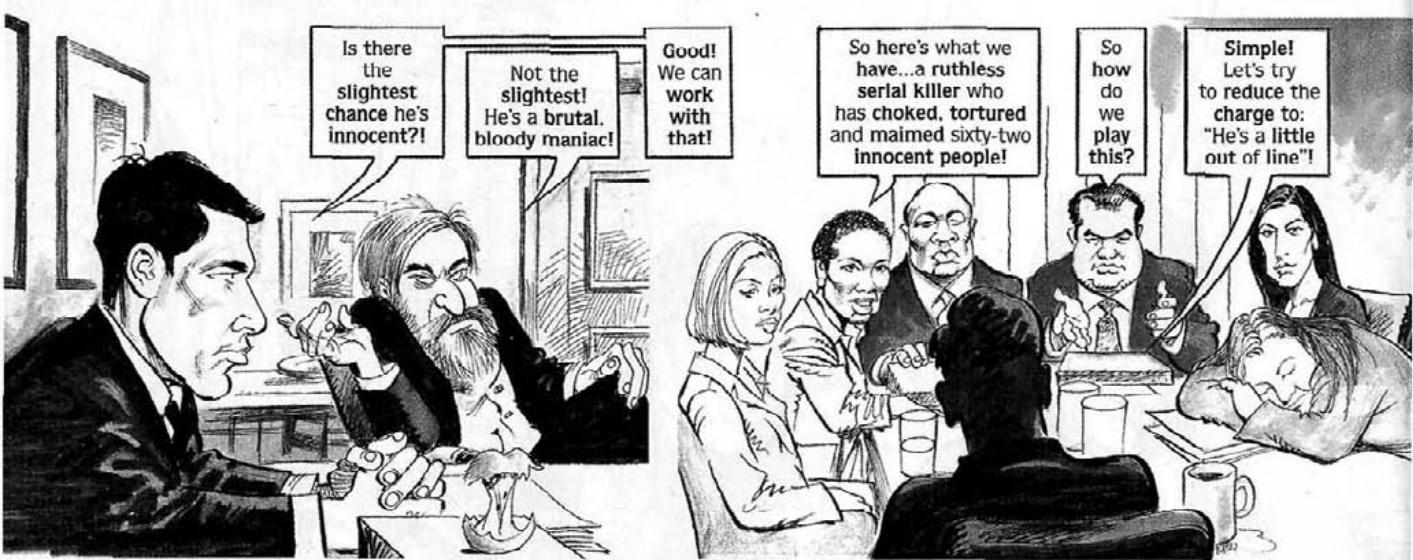
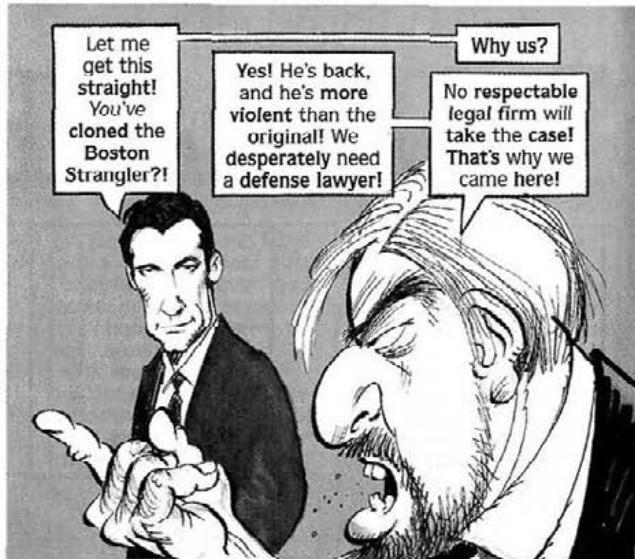
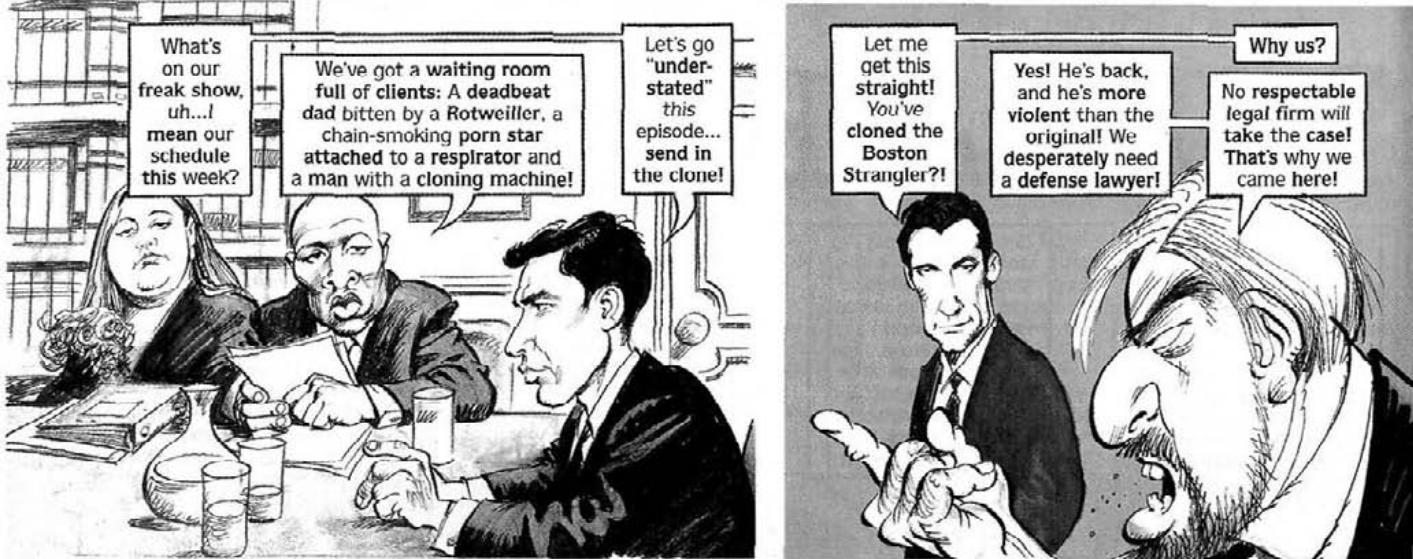
I'm Hellion Grumble, an Assistant District Attorney! I represent the Commonwealth! I've appeared in chambers! For a brief time I appeared in Bibby's chambers! I'm decent, honorable, I play by the rules! In this series that hurts me greatly!

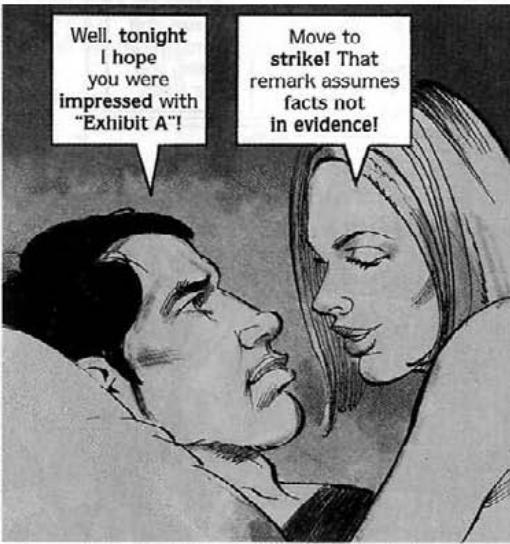
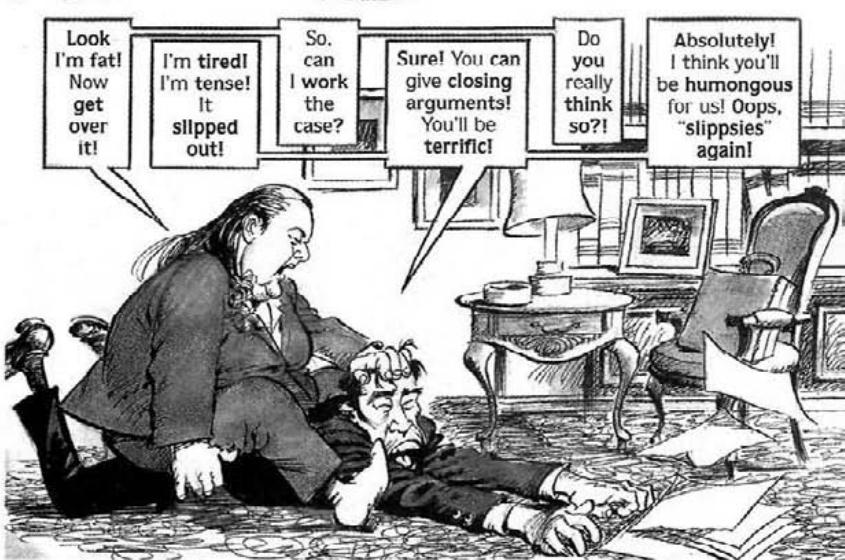
I'm Lindseed Doll! I'm the "cute" one in this firm! I'm intelligent! I'm tough! I'm skilled in a courtroom! I can open, I can close, I can cross examine with the best of them! And if that doesn't work, I've got a rack like Jennifer Love Hewitt!

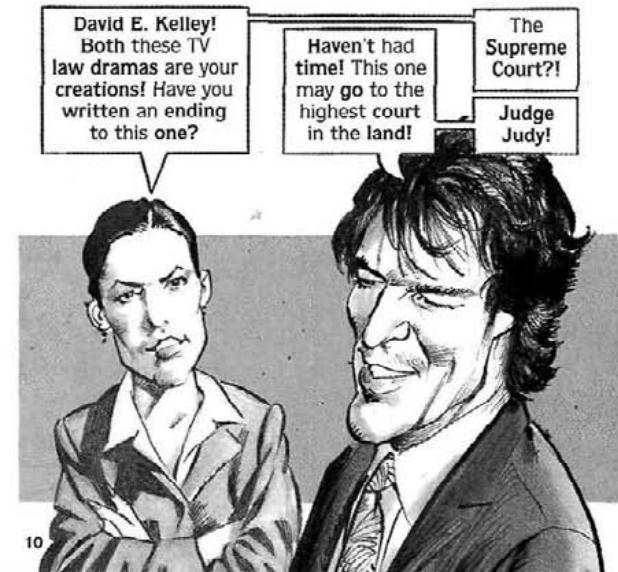
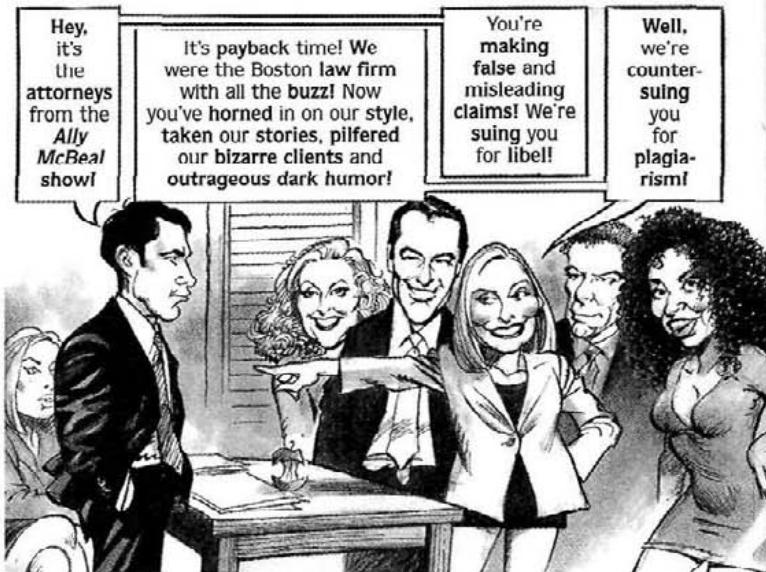
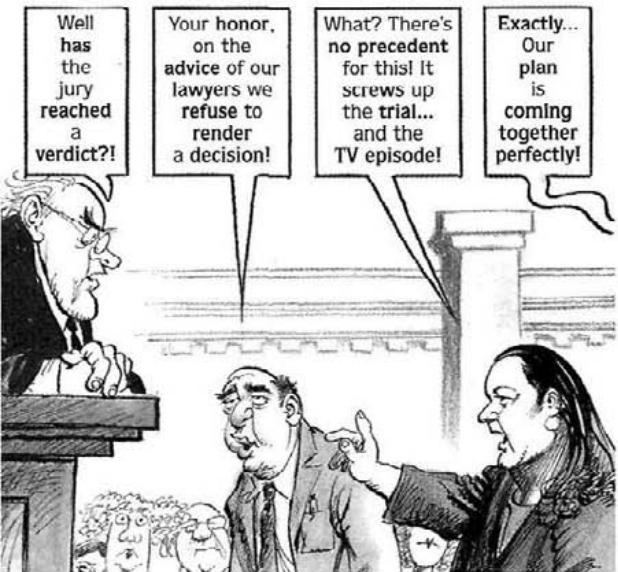
I'm Loosely Hatchett! I'm an outspoken, kooky, ditzy legal secretary — just the traits clients are looking for in a respectable law firm! I do improbable things. Like yesterday I drew a happy face all over a subpoena in a triple homicide case. They were sorta pissed! Hellooooooo! It's like, loosen up, guys!

I'm Ellenbore Frappe! I'm a lawyer! And a damn good one! I'm also an Emmy winning actress! I deserve respect! I have confidence the staff at MAD won't go for the obvious, cheap route and do nothing but fat jokes! Fat chance!









When you flip through your yearbook,
we're willing to bet you notice two things:
1) the Yearbook Staff has the most photos and
2) the pages are covered with
moronic scrawl. Here's...

THE UNDERACHIEVER

Richard M. Nixon
High School

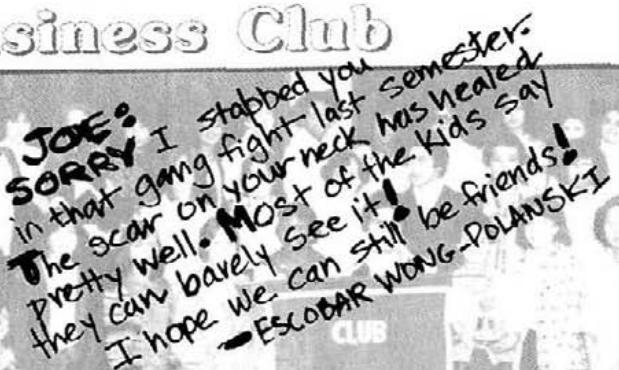
Smogaton Valley, NJ



ARTIST: JAMES WARHOLA
WRITER: KENNY BYERLY



Business Club



JOE:

Even though I'm a year older than you & graduating, It was really great hanging out with you. Since I'm going to a junior college across town, maybe I'll see you next fall when I start visiting the high school in a desperate, pathetic attempt to cling to my past. — chris.

Seniors



Deborah Schmitzelman



Ralph Boothe



Mary Beth Benecke

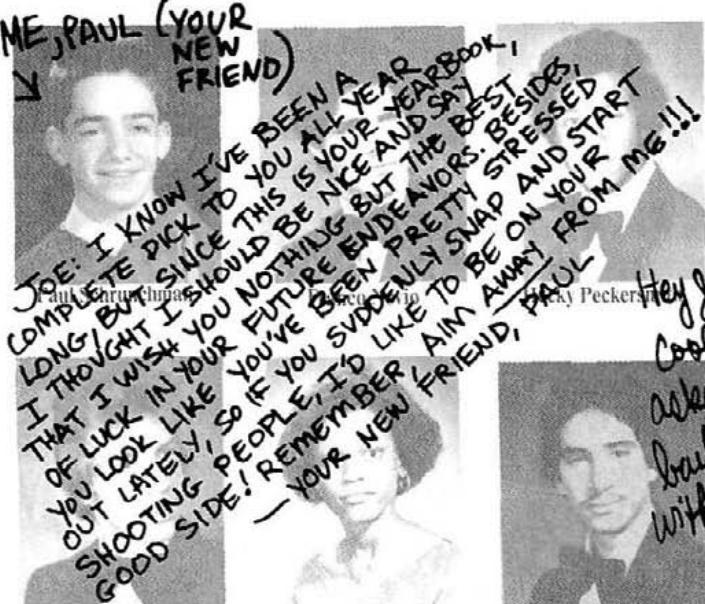


Mac Vitrano



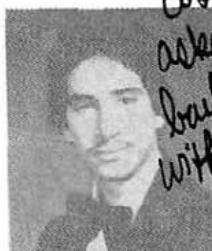
Althea Magnolia

ME, PAUL (YOUR
NEW
FRIEND)

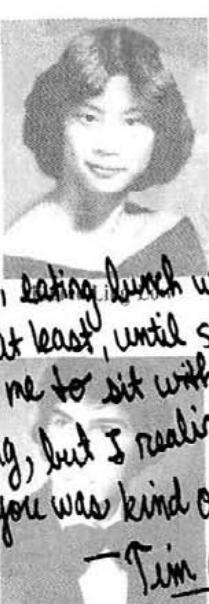


Ben Dover

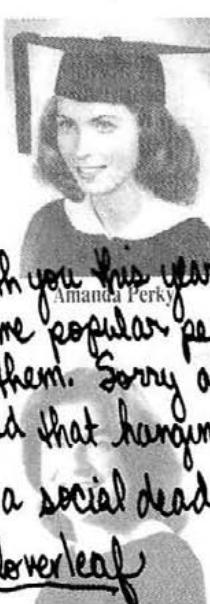
Suzanne Peterkin



Franco American



Thomas Fastneck



Analisa Spumanti

Whassup Joe?

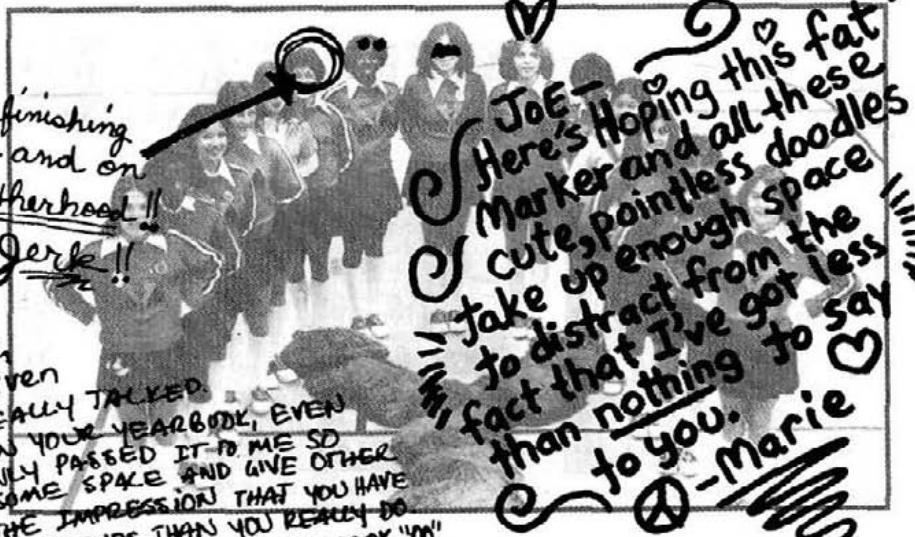
It's been a wild year, man. Remember that one party where both of us got so wasted, we ran screaming naked across the freeway wearing nothing but our own pluck? Both of us got such WICKED hangovers when we woke up in that drainage ditch the next day! Oh wait, you never got invited to parties — It must have been someone else. Weird, huh? I could've Sworn it was you!! I must have been pretty drunk. Have a good summer, whoever you are. — Jason Sittenberg

Hey Joe, eating lunch with you this year was cool. At least, until some popular people asked me to sit with them. Sorry about that, but I realized that hanging out with you was kind of a social dead end. — Tim Cleverleaf

Cheerleaders

Dear Joe,
Congratulations on finishing
your junior year - and on
clim Pregnant, you jerk!!
-Elizabeth

Hi Joe -
IT WAS GREAT HAVING
YOU IN MY CLASSES, even
THOUGH WE NEVER REALLY TALKED.
AND I'M HAPPY TO SIGN YOUR YEARBOOK, EVEN
THOUGH I KNOW YOU ONLY PASSED IT TO ME SO
I'LL TAKE UP SOME SPACE AND GIVE OTHER
PEOPLE THE IMPRESSION THAT YOU HAVE
MORE FRIENDS THAN YOU REALLY DO
ERIC GRAPPLHOOK '00



Marching Band

Joe,

Another year gone, another year closer to the grave. Congratulations on yet another milestone on your way to a bleak, oppressive, meaningless future. Have a great summer, if you must, but remember that all happiness is fleeting, and when you're drowning in the tear-flooded pit of despair in the bowels of your own private hell, those pleasant memories just make things worse.

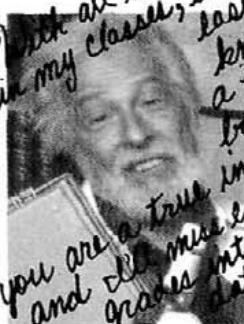
Hope you enjoyed class this year.

Faculty

Mrs.
Kojarski
Slouch
Mona Kojarski
Slouch
Art
Appreciation



With all the students in my classes, it's not easy getting to know kids on a personal basis. But you are a true individual, English literature and I'll miss entering your database. Best Wishes, Mr. Hamatanda



Dear Joe,
I appreciate your effort to make me feel like a friend by having me sign your yearbook.



However, I'm still failing you in my class.
All the best,
Mrs. Ovumstinsky



A NEW MILLENNIUM UPDATE to MAD's and VERY USELESS WEIGHTS,

6,914 GALLONS



...is the total amount of vomit cleaned up by Times Square sanitation workers the day after New Year's Eve.

2 FEET 9 INCHES



...is the average distance of a "pick and flick" with no wind resistance.

1 FEET 3 INCHES



...is the average length of an opening day waiting line for any Woody Allen movie.

3.4 OUNCES



...is the amount of drool you can expect to see when your 90-year old uncle blows out the candles on his birthday cake..

9.7 OUNCES



...is the amount of butter it takes to fill all the nooks but only some of the crannies in an English muffin.

2 FEET 7 INCHES



...is how much closer the average American male moved toward his TV screen when soccer player Brandi Chastain whipped off her top.

.03 CENTIMETERS



...is the depth of those little indentations you get in your nose from wearing glasses all the time.

2.1 PINTS



...is the amount of blood you're likely to lose if you're a black male stopped by a New York City cop.

3.4 QUARTS



...is the amount of toilet water swallowed by a freshman pledge during initiation week.

14.2 INCHES



...is the average size of a "17 inch" computer screen.

2 FEET 4 INCHES



...is the airline industry's definition of "generous leg room."

4.7 INCHES



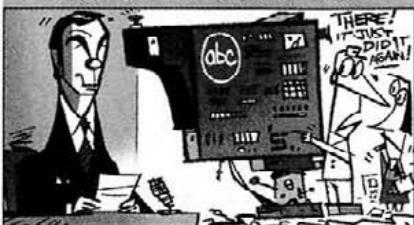
...is about how much any basketball shot by Patrick Ewing misses whenever the game is on the line.

TABLE of LITTLE KNOWN MEASURES and DISTANCES

ARTIST: BOB STAAKE

WRITER: J. PRETE

1.3 CENTIMETERS



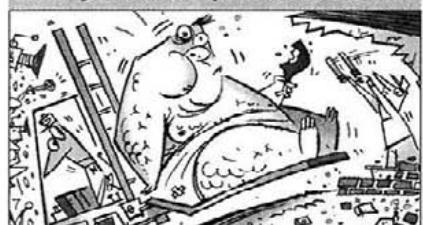
...is how much Sam Donaldson's toupee shifts during one newscast.

22.9 YARDS



...is the furthest you can walk in any direction in any city without seeing a GAP.

19 FEET 7 INCHES



...is the minimum window clearance needed when taking the 1,000 Pound Man out of his house on a forklift.

1.7 MILES



...is the distance between the target and where the "smart bomb" actually landed in the video footage the Pentagon doesn't release to the public.

2 3/4 INCHES



...is the height of the local newspaper headline when you're arrested for DWI. (1.2 centimeters is the height of the headline when you're acquitted of all charges.)

15.7 FEET



...is the diameter of the circle around a homeless guy eating in a McDonald's.

3 FEET 7 INCHES



...is the average distance your clipped toenail careens across the bathroom floor.

14 1/2 INCHES



...inseam, no cuffs," is Mini-Me's standing order at his tailor's.

16 INCHES



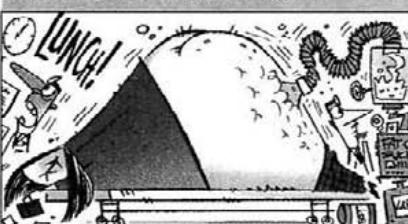
...is the length of spam in your in-box when you don't check your E-mail for a week.

1.3 CENTIMETERS



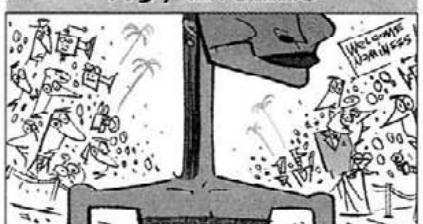
...is how much larger Andrew Jackson's nostrils are on that goofy new \$20 bill.

9.4 GALLONS

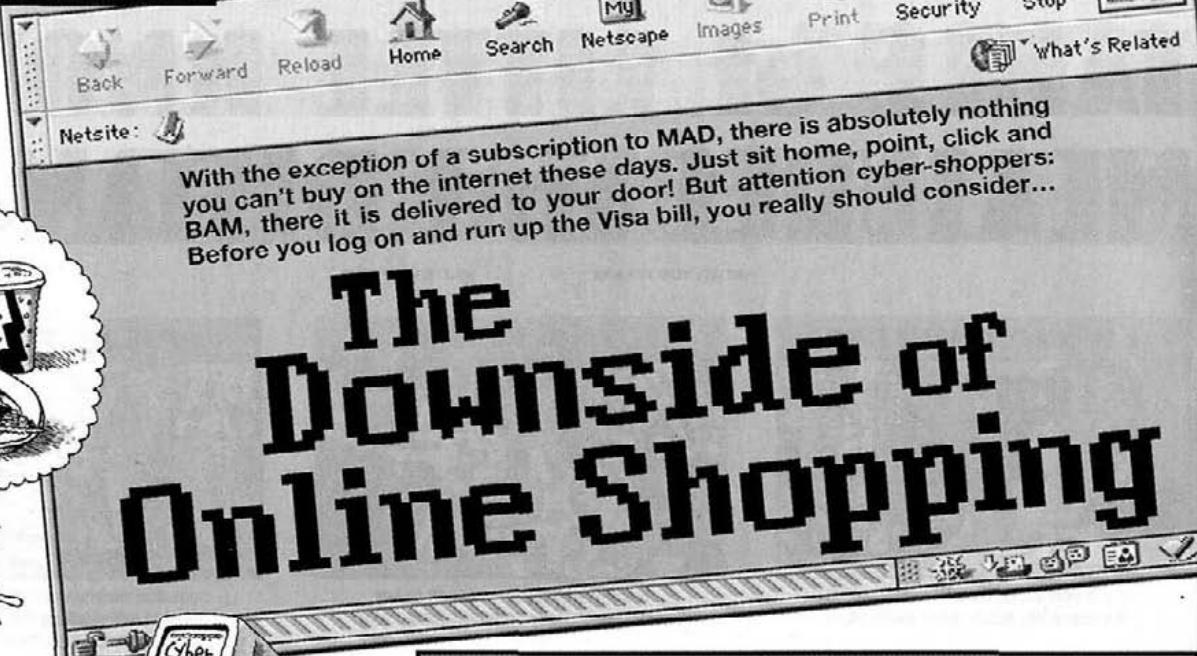


...is the maximum amount of cellulite a team of doctors can suck out of that fat chick from *The Practice* before breaking for lunch.

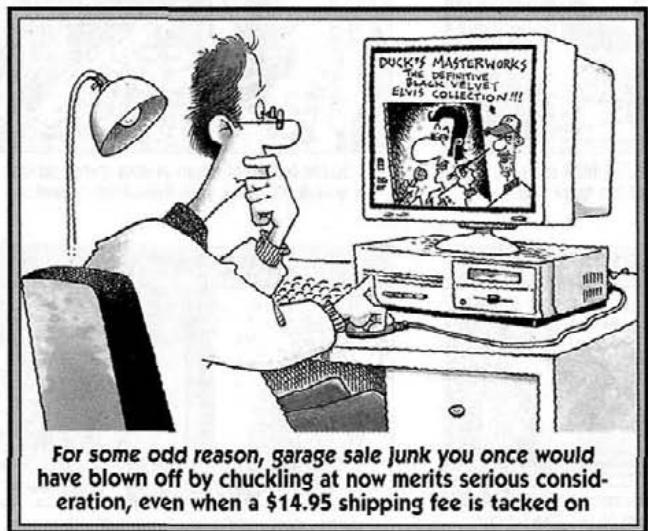
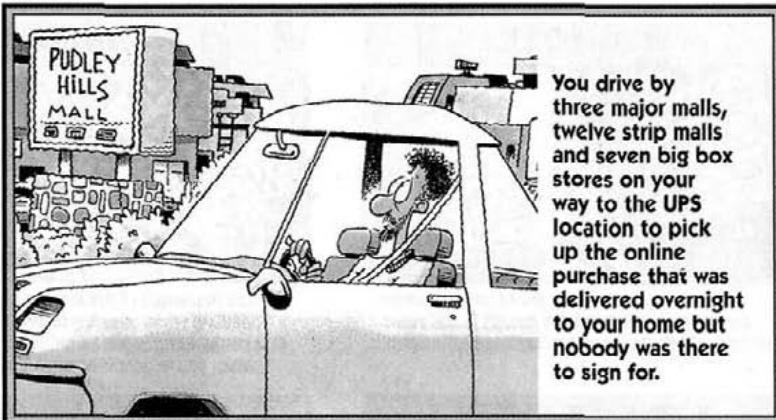
.057 INCHES



...is the depth of Calista Flockhart's cleavage.



Long hours of carpal-tunnel-inducing web site surfing amount to the same thing as long hours of corn-inducing mall-walking, only without a food court.



For some odd reason, garage sale junk you once would have blown off by chuckling at now merits serious consideration, even when a \$14.95 shipping fee is tacked on

It takes the fun out of shopping for autos.



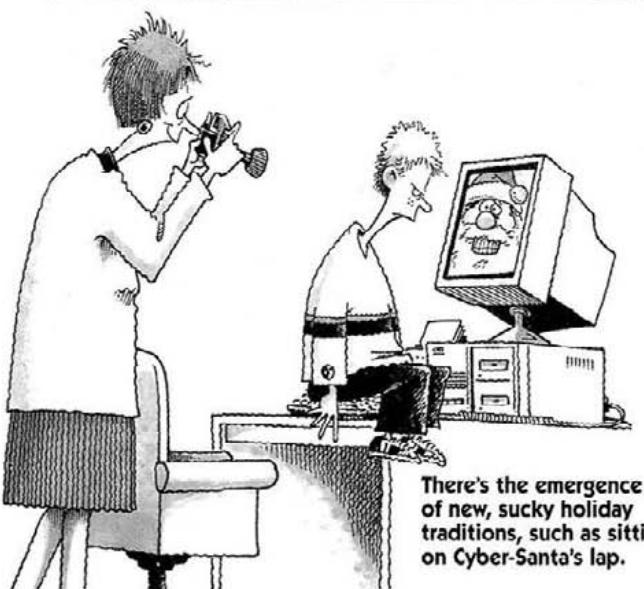
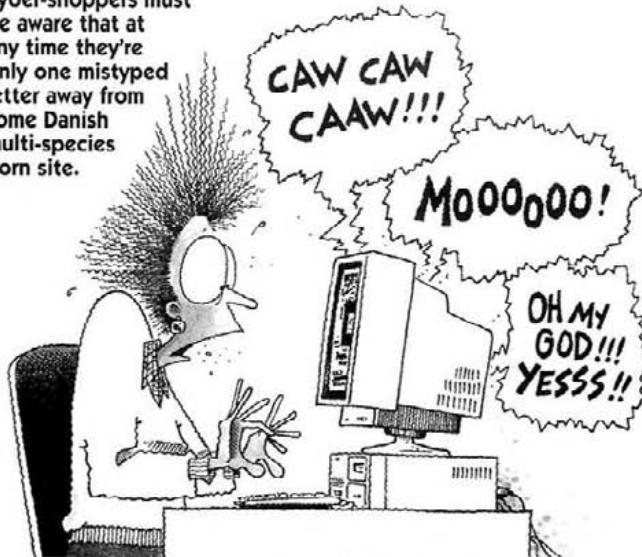
ARTIST AND WRITER:
JOHN CALDWELL

603875-31B... IS THAT
THE CERAMIC PENGUIN LAWN
ORNAMENT OR THE GLOW
IN THE DARK CEZANNE
WALL CALENDAR ???



Even if you find a high-tech, user-friendly web site,
there's still some Einstein in the shipping department
with a 50-50 chance of screwing up your order.

Cyber-shoppers must
be aware that at
any time they're
only one mistyped
letter away from
some Danish
multi-species
porn site.

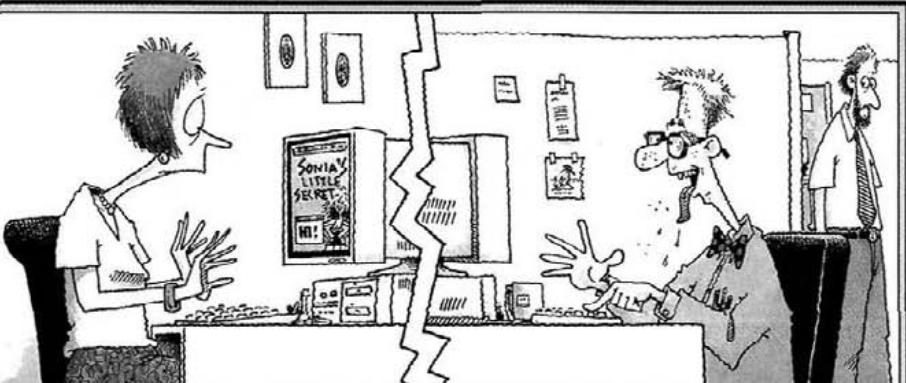


There's the emergence
of new, sucky holiday
traditions, such as sitting
on Cyber-Santa's lap.



Instead of free
alterations, your
clothing purchases
come with
tech support.

At the other
end of the
transaction is,
quite likely, a
socially-back-
ward technogeek
who now
knows your
measurements,
your taste in
silk teddies
and your
e-mail address.





Passports please.
It's time to join
Monroe on his
first overseas
adventure!

Monroe

and...



THE FOREIGN EXCHANGE STUDENT



MEANWHILE...

HEY, THIS IS
THE GUY THAT
REPLACED THAT
DORK MONROE,
HUH?

I AM
HUNG LO!
I HAVE
BROUGHT LARGE
FIREWORKS FROM
THE ORIENT!

ALL RIGHT!
M-2000'S!
THIS GUY'S ALL
RIGHT!

HE'S
CUTE!
LIKE A MINI-
JACKIE
CHAN!

JACKIE CHAN
IS MOST
VENERABLE!

GOOD ONE,
HUNG LO!

YUM!

WHAT IS
THIS?

BRAISED
YAK HOOF
WITH BLOOD
WORM!

SCARE
SCARE

HUNG LO
SWEETY,
SEE IF YOU CAN
SNAP OFF THAT
CARBUNCLE FOR
ME!

WITH
DELIGHT,
AMERICAN
MOTHER!

RALLFF!

HEY, LO --
GOT ANY MORE
OF THAT SPLEEN?
THE OLD MAN'S
HUNTING PUMA
TONIGHT!

OH,
GRANDPA!
YOU HAVE THE
BEST QUALITY
HEART!

PUFF
PUFF

YOU LOOK MOST
TIRED! COME, YOU SLEEP
ON RICE BALES TONIGHT!
BANG POT IF RATS
COME!

TOMORROW
WE PULL THYROID
GLANDS!

WHAT?!



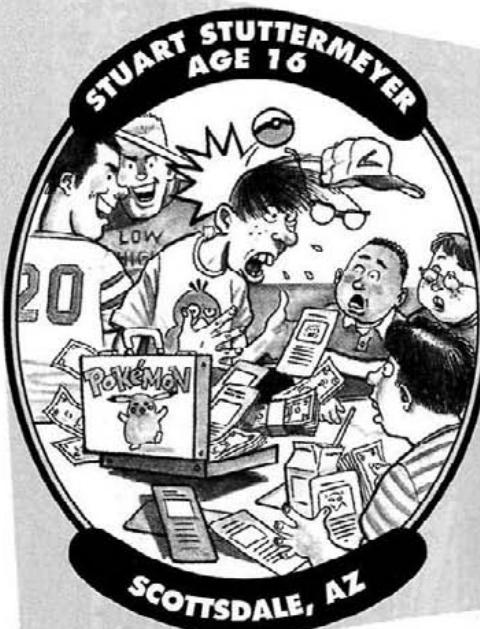




TEAM SCHLOCK-IT DEPT.

Now that the Pokémon craze is finally fading (thank god!) it won't be long before small-minded people start arguing about which suckers wasted the most money on this worthless crap! To save you time, we small-minded people at MAD have already tallied up the stats and inducted the winning poké-putzes into...

THE POKÉMON HALL OF



Background: One of those weird teenagers who only hangs out with kids half as old as he is

Has: 139 Pokémons

Has Blown: \$750 he made black marketing his Ritalin behind cafeteria at lunch

Greatest

Pokémon Achievement:

Continuing as a Pokémon trainer despite the unanimous ridicule from his 16-year-old classmates



Background: Former Wall Street investment banker, until he discovered where the really big bucks are

Has: 140,000,000 Pokémons (with some duplicates)

Has Blown: \$0.00 of his own money; \$560,000,000 from Widows & Orphans Trust through penny stock fraud and a phony mutual fund he set up

Greatest Pokémon Achievement: Paid \$12,000,000 for consulting firm to produce a study of whether Bulbasaur evolves into a plant or animal



Background: Has every Pokémon, saw the Pokémon movie 84 times, records and watches every episode of Pokémon cartoons 50 times, can remember nothing about the rest of his life

Has: 150 Pokémons

Has Blown: \$40,395 from the till of his parents' restaurant and \$4,800 in tips from same

Greatest Pokémon

Achievement: Traded his 7-year-old sister for a one-of-a-kind Articuno card

Background: Owns 56 pairs of Pikachu underwear

Has: 138 Pokémons

Has Blown: \$1,864.50 of his parents' money

Greatest Pokémon

Achievement: Once let family dog perish in house fire to rescue his rare Poliwhirl card instead

COLLECTORS FAME



Background: Son of recovering Beanie Baby addicts

Has: 143 Pokémons

Has Blown: \$1,967.75 of his parents' money, \$450 that he pickpocketed on the D train, \$640 from donating blood every week.

Greatest Pokémon

Achievement: Actually put out a hit on classmate Steve Zims for refusing to trade



Background: Became hooked while serving as school's playground referee for Pokémon trading sessions

Has: 120 Pokémons

Has Blown: \$28,398 in church Bingo profits

Greatest Pokémon Achievement: Swiped a third grader's Pokémon card binder while he was inside a church confessional

ARTIST: R.J. MATSON

WRITER: MIKE SNIDER



Background: Used to collect comic books until he decided he wanted something "less dorky"

Has: 129 Pokémons

Has Blown: \$2,600.00 — all of his college savings account — unbeknownst to parents

Greatest Pokémon

Achievement: Beat the crap out of a crippled neighbor to get three cards he needed





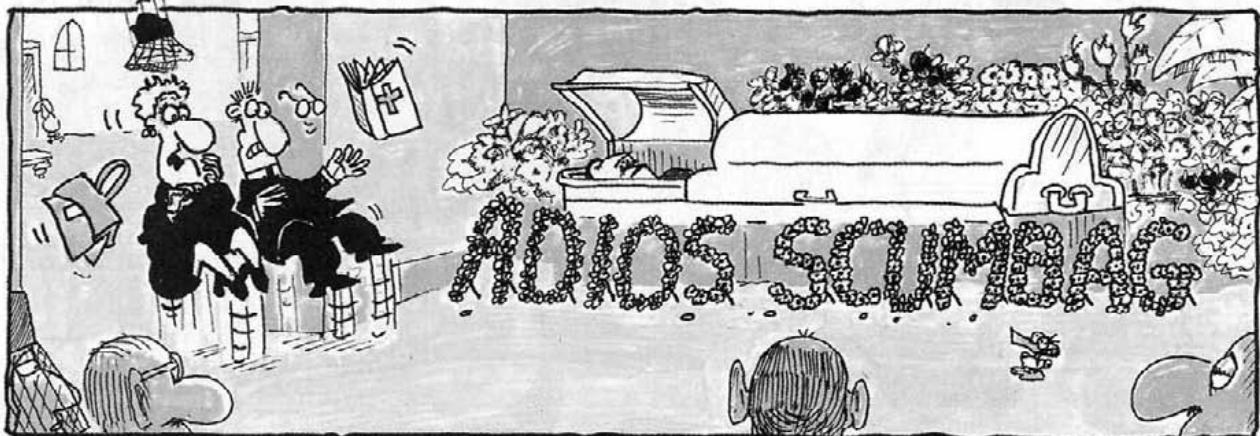
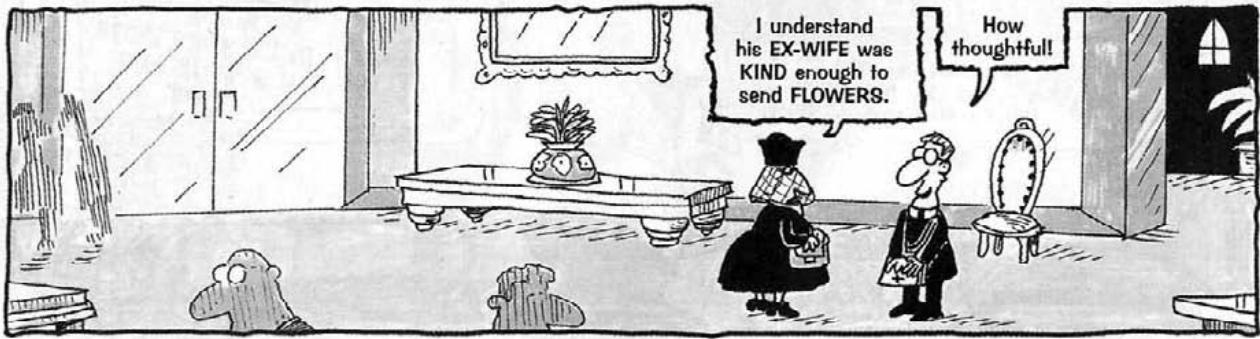
CARS AND DEFECTS DEPT.

By our judgment, watching other drivers pick their nose has dropped to #2 on the list of the most annoying things you can see while waiting at a red light! What's #1? It's those god-awful bumper stickers announcing someone's son/daughter/whatever has been named Honor Student at Such-And-Such School! Who gives a flying rat's patootie, especially since none of our readers are honor students anyway? For them and their proud parents, we suggest they polish up the bumper on the 'ol Dodge Neon and slap on a few of these...

BUMPER STICKERS THAT REFLECT REAL SCHOOL LIFE









"I HAVE A SCREAM" DEPT.

In the mid-nineteenth century, Poet Edgar Allen Poe made people scream in horror with his masterpiece poem *The Raven*! One hundred fifty years later, MAD Magazine gets much the same result when it publishes its poem about Scream filmmaker...

Wes Craven

with apologies to Edgar Allen Poe

Once upon a midnight dreary, horror flicks did not seem weary,
 "Elm Street," "Halloween," and "Friday...the 13th" scared fans galore.
 Michael, Jason and that Freddie, made fan's stomachs feel unsteady,
 But no one was really ready, for schlock sequels by the score.
 Which director was most guilty of these schlock clones by the score?
 'Twas Wes Craven, king of gore.



Would his "Scream" become a winner, forcing fans to lose their dinner?
 It seemed doubtful since its only star was young Drew Barrymore.
 Drew had peaked when she was seven, and got drunk by age eleven,
 So how in the name of heaven would this film get off the floor?
 Very soon it mattered not when Drew's guts splattered on the floor.
 On her, Craven slammed the door.



Soon this genre was outdated, fans no longer were elated,
 By the bloodbaths that these movies seemed to churn out more and more.
 But one day an unknown writer, wrote a chiller that seemed brighter,
 Craven helmed this newest frightener, which made fun of flicks of yore.
 Why would Craven want to mock his horror films from days of yore?
 'Cause Wes Craven was a whore!

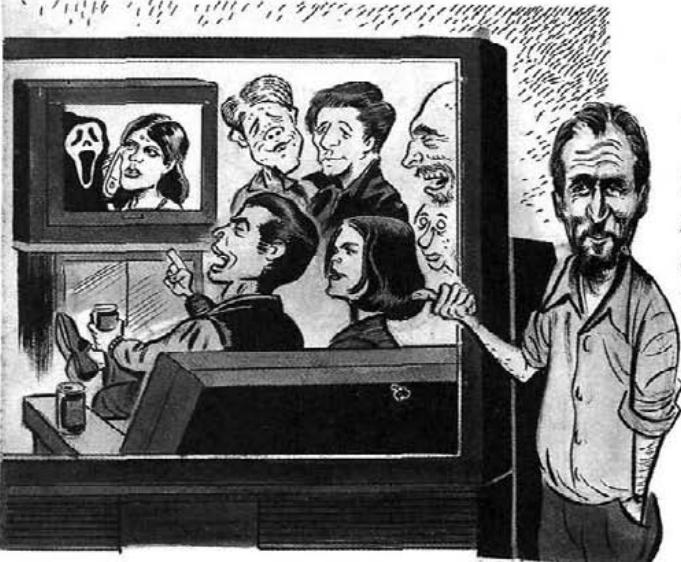


Wes Craven

Every horror fan was shaken, when Drew's life was quickly taken,
If this movie's biggest star was killed what else might be in store?

Was Neve Campbell next to buy it? Many hoped that Wes would try it,
For no fright fan could deny it — Neve was such a whiny bore.
Could a movie be successful with a whining, pouting bore?

"Yes!" Wes Craven's fans did roar.

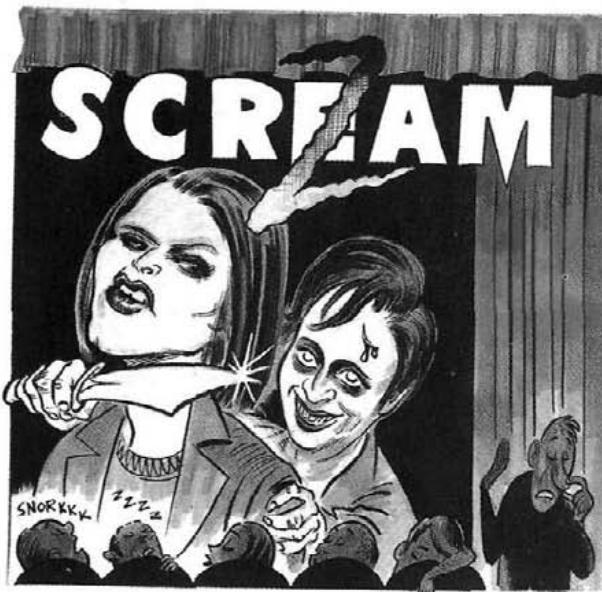


Ah, distinctly all remember, one year later in December,
"Scream 2" was released upon the public with a mighty roar.
This plot had a large infusion of dumb twists that caused confusion.
What bizarre drug-crazed delusion, made this script a muddled bore?
Laurie Metcalf as the killer — could there be a bigger bore?

Still, cash Craven made galore.



This flick flew not on its story, or the fact that it was gory,
This film thrived upon the fact that it made "in-jokes" by the score.
Making fun of Tori Spelling, Fonzie at the students yelling,
One lone film geek always telling what we should be frightened for.
When he saw this Gen-X chiller was what fans were waiting for,
Quoth Wes Craven, "Let's make more."





Scream flicks sure were money makers, so it spawned a pack of fakers.
 "I Know What You Did Last Summer" was the first to wash ashore.
 "Urban Legend," "Mrs. Tingle," these and more all seemed to mingle,
 Each and every freakin' single of these flicks we did abhor.
 Who began this competition of scare flicks we did abhor?
 'Twas Wes Craven launched this war.



Now Wes Craven's "Screams" are staying, always playing, always playing,
 In the VCRs and theaters frequented by teens galore.
 And they say "3" is the last one, but we think they'll pull a fast one,
 We bet they've begun to cast one, for there's money in this gore.
 Yes we're sure we'll see another pointless film with pointless gore,
 When Wes Craven makes "Scream 4."

Next, two years of hype and rumors, growing like malignant tumors,
 Built "Scream 3" up in a way that no one living could ignore.
 Once again Neve acted schmucky, in a sequel that was sucky,
 Worse, in fact, than "Bride of Chucky," was this flick that was a bore.
 The killer was — well, we won't tell you, should you plan to see this bore.
 Just blame Craven when you snore.





BETTER APE THAN NEVER DEPT.

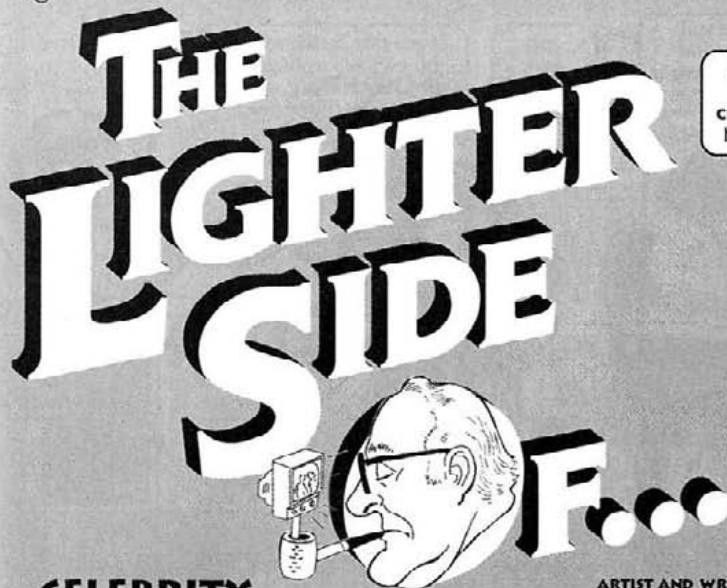
ONE FINE DAY IN THE ANIMAL TESTING LAB





BERG'S-EYE VIEW DEPT.

JUSTICE

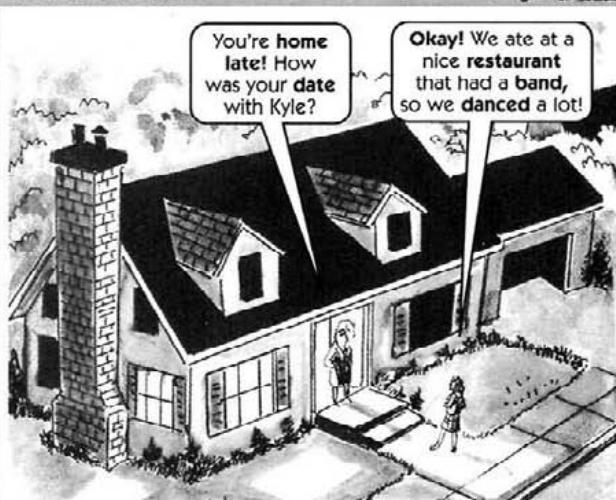


CELEBRITY

ARTIST AND WRITER: DAVE BERG



PARENTS



PETS



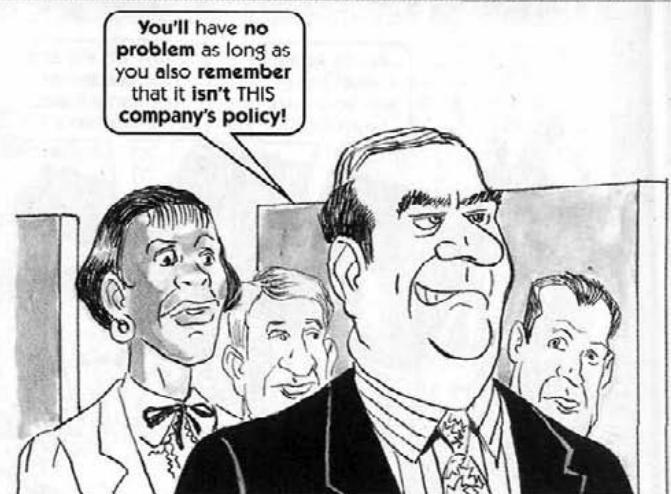
DESIRE



FINANCES



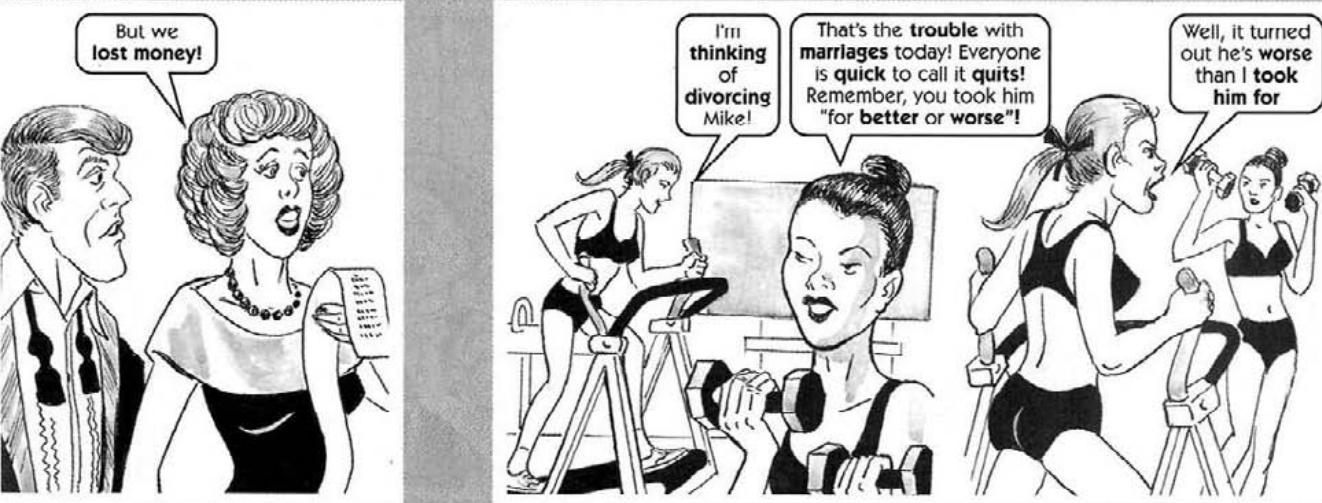
BUSINESS



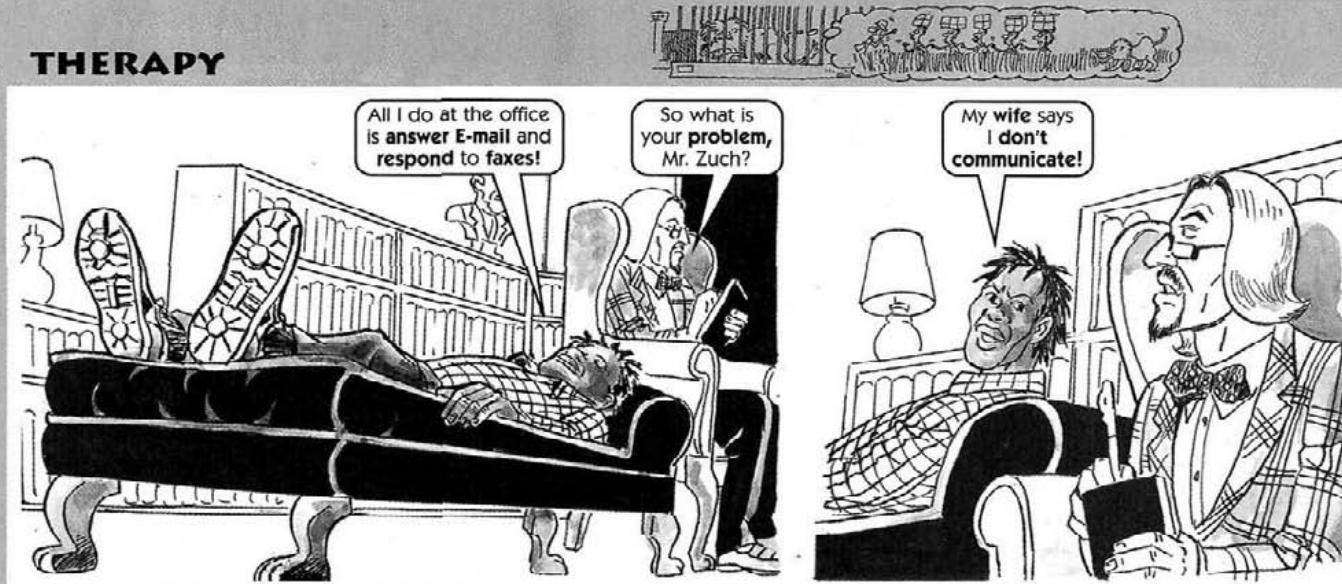
CELL PHONES



RELATIONSHIPS



THERAPY



THE OFFICE



POWER



DOCTORS





We'll sleep 100% better knowing that you spent your money on...

THE SWEDISH MATTRESS THAT MADE SLEEPING OBSOLETE!

Meet Aged Khristmastree: This renowned Swedish scientist joined the Tem-Poor-Peddle-It team in 1991 at a critical time — when he was flat broke and destitute from having not held a job in 16 years. Since he spent nearly the full length of those 16 years taking naps, he learned a lot about mattresses. One day, responding to his wife's nonstop nagging to him about not working, he shouted, "Shut up! I AM working!" In fact, he was formulating his revolutionary bedding ideas which involved stealing space age fibers from an exhibit at the Smithsonian Museum and shaping them to look something like a mattress. The rest is history!

**You've read about it,
heard about it,
wondered about it, and
then forgotten about it.
Now we want you to
remember it and buy it
so we can stop running
these expensive ads!**

The Tem-Poor-Peddle-It Mattress is the world's first weightless sleep system, perfect for anyone who weighs zero pounds or less! It's substantially less comfortable for those weighing more than that, however those weighing less than 20 pounds also report good results, and some have even been able to doze off for several minutes of gloriously uninterrupted sleep!

Our Bed Is The Bed Of Tomorrow!

Yes, the Tem-Poor-Peddle-It Mattress is the bed of tomorrow — that is if you order it today, and pay a **HUGE** FedEx shipping charge for overnight delivery! Otherwise it's the bed of next week (UPS), or the bed of a month from now, if you choose regular snail mail (USPS).

Sticky-Side-Up Cover!

The traditional thick padding that covers ordinary mattresses effectively keeps the steel springs inside, but creates an unpleasant hammock effect outside — especially if you hang the mattress between two trees. The Tem-Poor-Peddle-It's advanced design doesn't solve this problem, but its unique sticky-side-up cover cuts tossing and turning by an amazing 83%. It also makes getting out of bed 67% less likely on the first attempt!

It's Self-Ventilating!

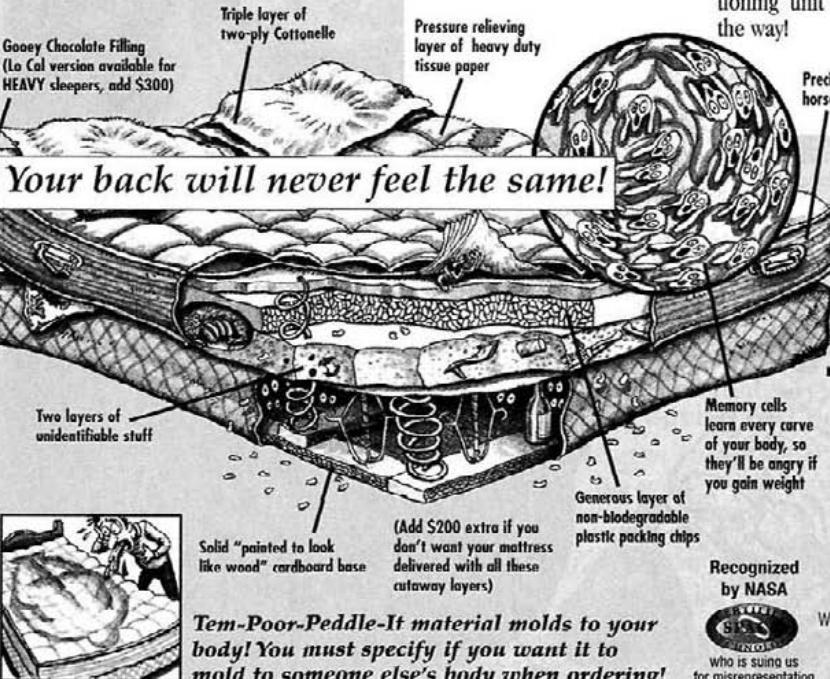
The special micropoopscopic structure of our mattress material self-ventilates to dissipate body heat. You'll feel cooler when you sleep on one of our mattresses at night, especially in rooms equipped with an air conditioning unit cranked up all the way!

Rave Reviews in the Press!

Magazines and newspapers have been printing rave reviews about the Tem-Poor-Peddle-It Mattress, because they were written by us, and appear in our paid advertisements!

We Stand By Our Conditional Guarantee!

We'll set up a brand new Tem-Poor-Peddle-It Mattress in your bedroom, and even remove the old bedding. If, after 13 weeks, you don't love it, we'll pick it up and take it back. And then you can sleep on the floor, because we certainly will have thrown out your old mattress! Then *you* decide which is more comfortable, your floor or our mattress! Remember, more than 25,000 doctors, medical professionals and sleep clinic workers recommend our mattress over sleeping on the floor!



- One convenient exorbitant payment!
- No charge for extra charges!
- Free billing!



TEM-POOR-PEDDLE-IT
PRESSURE RELIEVING MATTRESS
(MORE COMFORTABLE THAN SLEEPING ON THE UNEVEN LETTERS IN OUR LOGO LIKE THIS UNFORTUNATE LADY)

FREE SAMPLE/FREE VIDEO/FREE INFO

1-888-ZZZ-ZZZZ

EXPENSIVE PHONE CALL, BECAUSE WE ROUTE IT
THROUGH OUR OFFICES OVERSEAS

We'll help you get to sleep right away by putting you on hold for hours and hours!



ARTIST: JAMES WARHOLA

WRITER: DICK DEBARTOLO



CRAP AND GOWN DEPT.

Ah, graduation day. After twelve years of enduring annoying teachers, nagging principals, poisonous cafeteria food and traumatic gym class group showers, you've finally made it! And how are you rewarded?

With a deadly-dull, meaningless graduation speech delivered by some alumni who's about as hip and down as Regis Philbin at a Wu-Tang concert!

Even worse, he pretends like life is good from here on in,

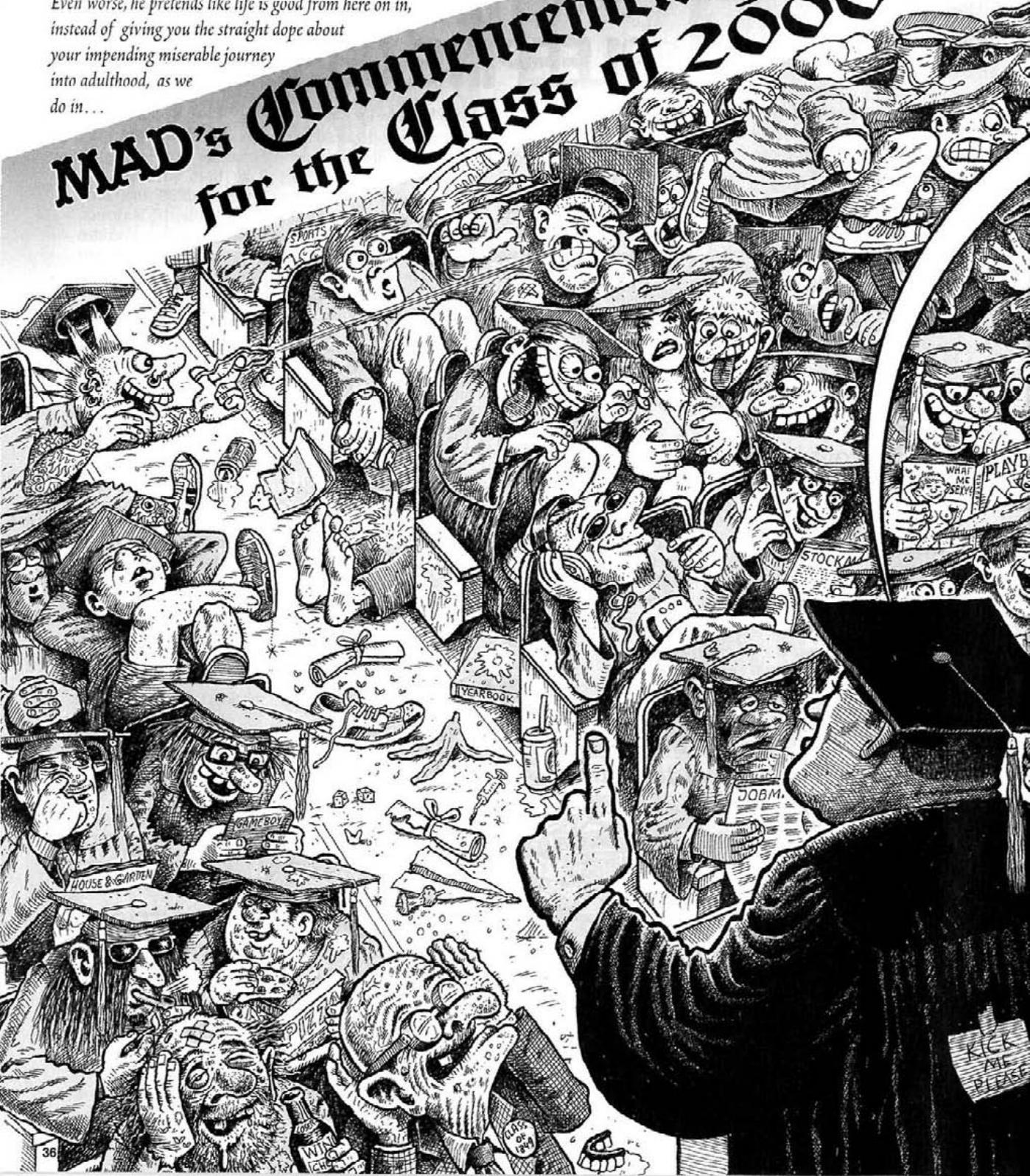
instead of giving you the straight dope about

your impending miserable journey

into adulthood, as we

do in...

MAD's Commencement Address for the Class of 2000



Ladies and gentlemen of the Class of 2000... The future is yours!

Mainly because the rest of us don't want anything to do with it! Global warming... overpopulation... biological warfare - man, it's really gonna suck!

And graduation is a time for celebration.

Like celebrating the fact that YOUR school beat the odds and didn't have a single classmate go off the deep end and now you all down with a TEK-9 in the cafeteria!

You, the Class of 2000, are truly special, for you are the FIRST CLASS of the new millennium.

And, more importantly, you're the LAST CLASS that will ever have to listen to all that "Bridge to the 21st century" crap from politicians, advertisers and every computer company trying to con a buck out of you!

As you embark on your journey into a new era, ask yourself: "What am I taking away from my high school years"? A little wisdom...? A little maturity...?

Perhaps a little infection from that Freshman who swore he/she was a virgin...?

Whatever else you take away, you're taking away an important piece of paper called the high school diploma!

Which, thanks to decades of dumbing down by our nation's educators, has about as much value as a Bill Clinton promise! Not that that matters, because all the jobs you'll be competing for won't be worth a flying #\\$&^@* anyway! Did somebody say "McDonald's"?

Once you have the diploma in hand, people will tell you to reach for the stars — to strive to be the best you can be.

Those people are idiots, 'cause you could study for the next 1,000 years, but unless you miraculously happen to have super-skills (and you don't) there's not a chance in hell you'll be the next Michael Jordan, Bill Gates or Steven Spielberg. Face it, your "best" will be sponging off Mom and Dad for as long as possible!

The glory of success is there, waiting for you to grab it!

Actually, the "glory of success" is waiting to be grabbed by, like, 2% of your classmates — the really geeky ones who actually did their homework — who might buck the trend and achieve fame, wealth and power...only to be struck down in the prime of their lives by cancer, an early heart attack, a car crash or a run-in with someone from the other 98% in a bar fight. So you see, life IS fair after all!

Whatever you decide to do, hold onto your dreams...

They might provide some meager bit of comfort after the world has beaten you down!

...and never be afraid to try and, perchance, to fail.

'Cause no matter how bad you blow it, at least you won't be as pathetic as these geezers in the front row from the classes of '29, '30, and '31 who have nothing better to do than fill their few remaining days by coming back to their old high school and spending three hours in a pair of damp Depends — just to get some cheap applause for not having croaked yet!

In closing, since I'm sure a few of you are in a hurry to meet your future head-on...

In a fatal drunk driving accident after getting tanked at the post-graduation party...

...let me just say: good luck. I hope my advice will be of value to you.

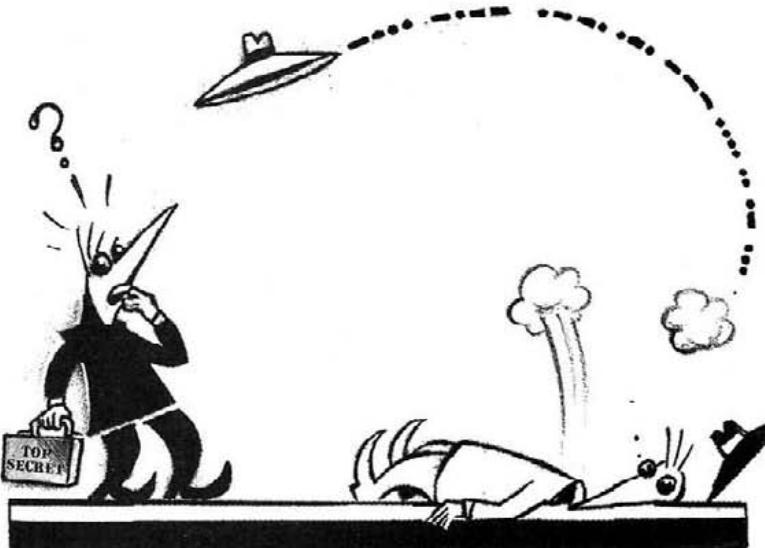
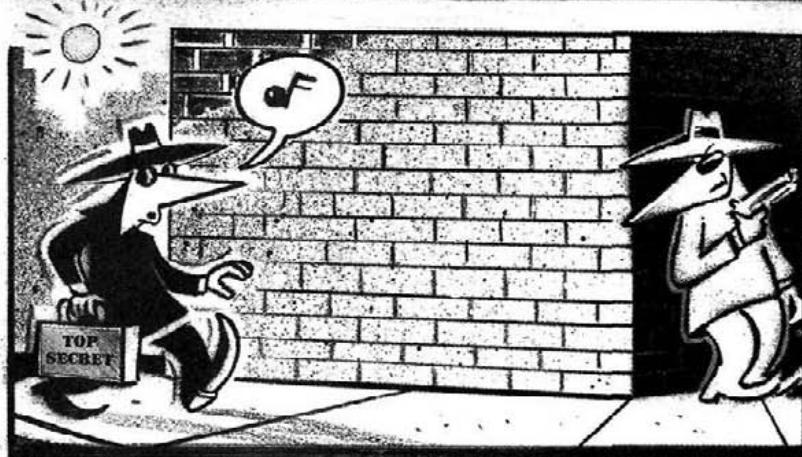
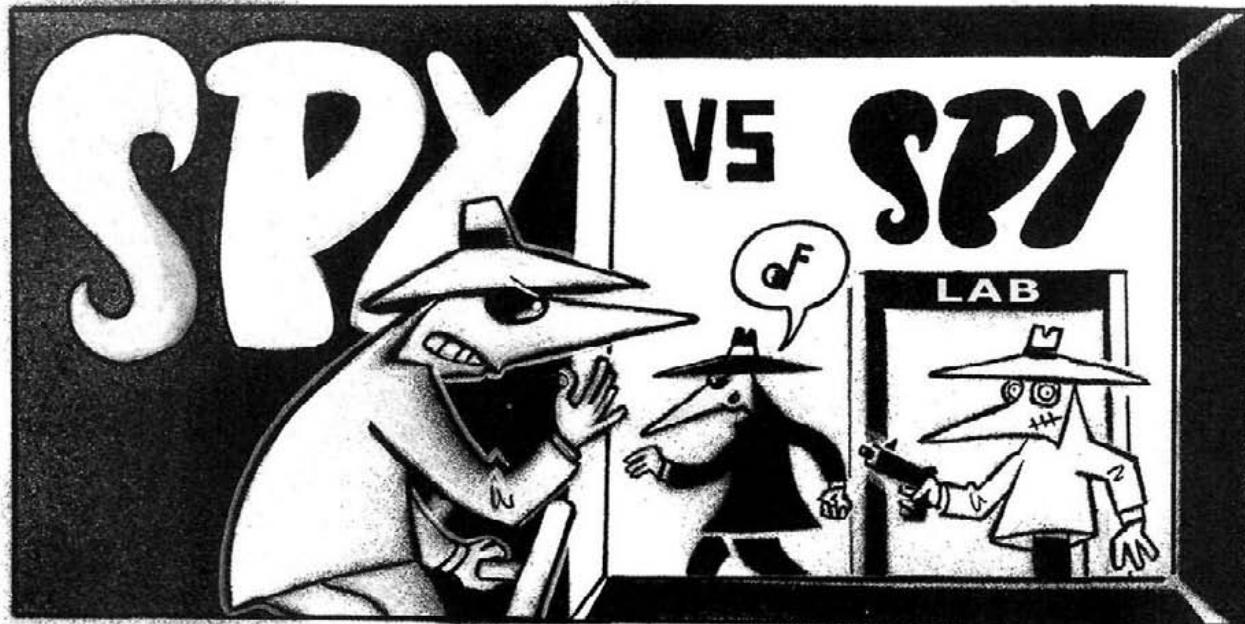
Although I doubt it, 'cause if I were any good at this sort of thing, I'd be sitting on my ass at home, collecting royalties like that putz with that "sunscreen" poem thing a few years back, instead of gazing out upon this sea of zits, barely making enough for cab fare to get me out of here.

Thank you.

Go to Hell.



JOKE AND DAGGER DEPT.







The dictionary defines an *anagram* as "a word or phrase formed by rearranging the letters of another." Most anagrams are nonsense ("carhorse," for example, is an anagram of "orchestra" and "wholesome" becomes "shoe me low"), but sometimes, just sometimes, anagrams can tell us more. A lot more. A lot, lot, lot more. A whole heckuva lot more! Anyway, here's...

MAD Anagrams



DENNIS RODMAN
ODD IN MANNERS



HOWARD STERN
TRASH WONDER



KATHIE LEE GIFFORD
THE GLORIFIED FAKE



CALISTA FLOCKHART
LO-FAT CHICK/L.A. STAR



GEORGE BUSH
HE BUGS GORE



ROBERT DOLE
ELDER ROBOT



BRANDI CHASTAIN
HAD ANTICS IN BRA



PRINCESS DIANA
SNAP! DIES IN CAR

MEAN ME

ME

DENNIS RODMAN
ODD IN MANNERS

HOWARD STERN
TRASH WONDER

KATHIE LEE GIFFORD
THE GLORIFIED FAKE

CALISTA FLOCKHART
LO-FAT CHICK/L.A. STAR

GEORGE BUSH
HE BUGS GORE

ROBERT DOLE
ELDER ROBOT

BRANDI CHASTAIN
HAD ANTICS IN BRA

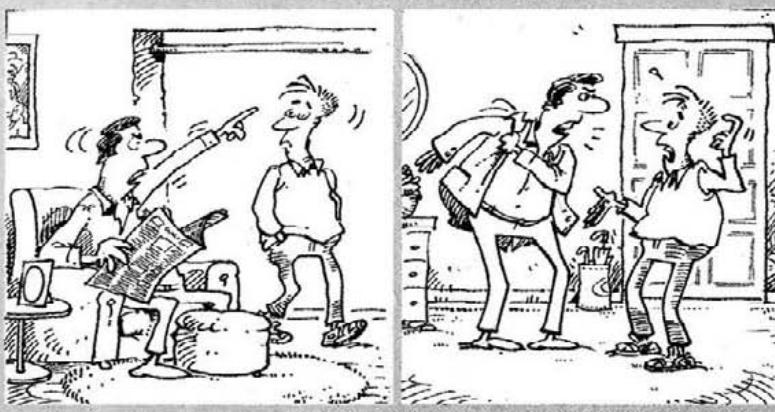
PRINCESS DIANA
SNAP! DIES IN CAR

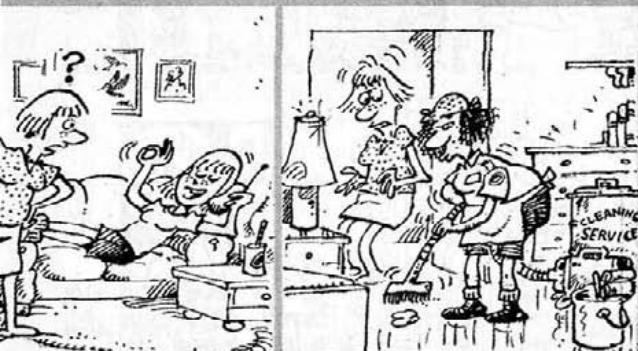


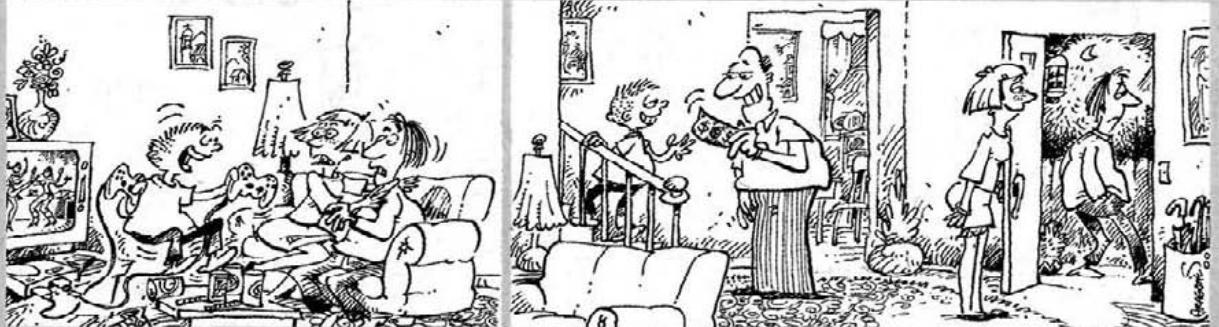
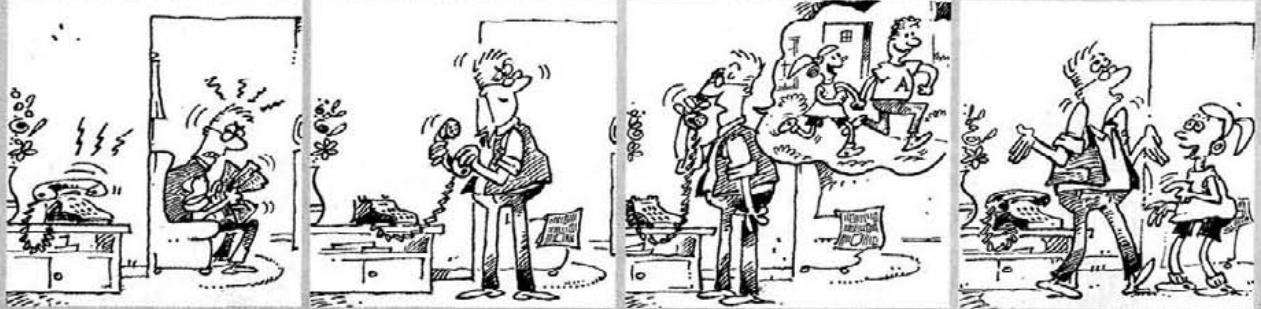
SERGE-IN GENERAL DEPT.

A MAD LOOK AT PARENTS











MOURNING NEWS DEPT.

In earlier issues we've documented the deaths of the Energizer Bunny, Spuds MacKenzie and numerous other merchandising characters. Now, a new crop of corporate mascots has emerged, and MAD is more than willing to commemorate their passing with...

STILL MORE OBITUARIES for MERCHANDISING CHARACTERS



JUAN VALDEZ, 41, DIES IN COLOMBIA

Juan Valdez, a Colombian coffee worker, collapsed and died today while picking beans. He was 41, though years of working in the fields made him look much older.

"The plantation owners worked him fourteen hours a day, seven days a week under a blazing sun," said a co-worker, who refused to give his name out of fear of losing his job.

It is believed that Valdez, who was paid eleven dollars

a month, required at least twenty cups of coffee per day to stay awake and keep pace on the job. This diet led to coffee nerves, then to "caffeine frenzy," a common killer among Colombian coffee workers.

In recent years, Valdez was forced to keep up with the demand for more exotic coffees, such as Mocha Valencia, Espresso Con Panna and Narino Supremo. These added pressures led to

his collapse and death.

Valdez is survived by his donkey, Pablo, his wife, Maria and fourteen children, all of whom share a one-room dirt-floor hut. He was the grandson of the late El Exigente, who died under similar conditions several years ago.

In order to defray the costs of his funeral, a contribution cup will be placed at the cash register of all Starbucks nationwide.

TACO BELL CHIHUAHUA DIES OF DIGESTIVE DISORDER

The Taco Bell Chihuahua died today from a severe digestive disorder, brought on by a lifetime diet of tacos and burritos. A hospital spokesman



said the spicy foods caused constant heartburn and bloating and eroded the lining of his stomach.

According to friends, the last words of the spokespooch were "Yo quiero Taco Bell? Ay Chihuahua, no mas!" A company official today denied rumors that the pup's remains will be ground into burrito filling.

Funeral services will be held tomorrow. Pawbearers include Mighty Dog, Rex the Wonder Dog, Ubi, Nipper and Chipper and descendants of the late Spuds MacKenzie.

MAYTAG REPAIRMAN, 67, DIES IN REFRIGERATOR

Remains of the Maytag Repairman, 67, were discovered today trapped inside a refrigerator. He had been dead for several months.

"We're not very surprised," said a company executive. "Never having been called before to repair a refrigerator, he had no idea what he was doing. We'd have never known he died if it hadn't been for the wailing of his basset hound."

In a similar accident several years ago, the Maytag Repairman suffered broken bones and internal injuries while peering into a washer during the spin cycle.

Not surprisingly, "The loneliest man in town" leaves no survivors. His funeral will be private with none expected to



attend. He will be buried in an unmarked grave.

"He'd have wanted it that way," the executive said.

BETTY CROCKER DEAD AT 88

Baking legend Betty Crocker, 88, died today while undergoing her eleventh face-lift in fifty years.

"We thought the procedure would be a piece of cake," said a hospital spokesman, "but it turned out to be a recipe for disaster. She developed an untreatable yeast infection and soon we couldn't get a rise out of her. I guess it was

one of those half-baked operations that just didn't pan out."

Crocker left no survivors. Her adopted son, the Pillsbury Doughboy, died several years ago in MAD issue 274.

Crocker's body has been taken to a local funeral home where she will be cremated in an oven pre-heated to 350 degrees.





PIZZA EMPEROR LITTLE CAESAR ASSASSINATED

Little Caesar, of "Pizza, pizza" fame, was assassinated in his toga on the Ides of March, it was learned today. The self-styled pizza emperor was stabbed twice with a double-edged sword by co-workers fed up with his double-talk.

Caesar, 22, had recently recovered from a severe case of beriberi, suffered when he doubled over in pain while dancing the cha-cha after dining on

malui-mahi in Bora Bora, according to doctors who treated him for double pneumonia after performing a double heart bypass complicated by a double hernia.

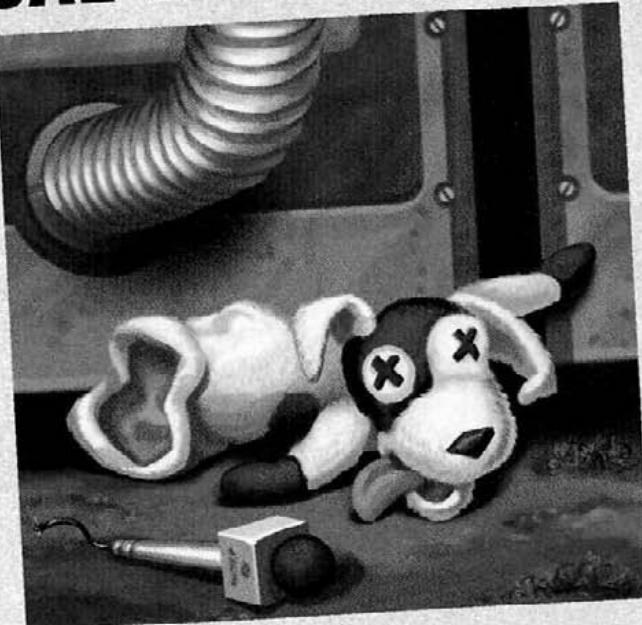
Funeral services will be held in Walla Walla. Pallbearers include Zsa Zsa Gabor, Boutros-Boutros Ghali, Dee Dee Myers, members of Duran Duran, and Toni and Tony of the group Tony Toni Toné.

PETS.COM SOCK PUPPET FOUND DEAD AT LOCAL LAUNDROMAT

The beloved Sock Puppet, spokesman for the Internet pet supply seller Pets.com was declared dead today after his woolen body was found behind the dryer. The smart-aleck canine had been missing since Tuesday when he was mistakenly tossed in with a basket of dirty clothes headed for the Laundromat. A Pets.com executive said, "It's tragic, but hey, everyone loses a sock in the laundry now and then, right?"

Company attempts to replace Sock Puppet with a calf-length argyle in their commercials have not been met with enthusiasm. "Let's face it, this new guy has no socks appeal," said Gary Manfish, president of the Sock Puppet Fan Club.

Funeral arrangements have not yet been finalized. Sock Puppet is survived by a Right Hand who has remained in seclusion in a pants pocket since hearing the tragic news.





GRIEVING LAS VEGAS DEPT.

MAD's CELEBRITY CAUSE-OF-DEATH BETTING ODDS

Our team of crack oddsmakers gives you the latest Vegas line on how one of today's biggest stars will use his last lifeline!

THIS MONTH'S FUTURE RECIPIENT OF THE FINAL ANSWER:



REGIS PHILBIN

CAUSE OF DEATH

Burst blood vessel in throat from yelling every other word for no reason

Slits own wrists rather than listen to yet another on-air "pity me" speech by Kathie Lee

Pummeled to death by Notre Dame football team for pestering them during halftime with lame "win one for the Regis" speech

Heart attack from running all over Letterman's studio for stupid cameo

Falls down steps of St. Patrick's Cathedral after daily thanks to God "for making a marginal talent like me a big star"

Smothered in gratitude by weasel network execs for saving ABC's disastrous season with *Millionaire* game show

ODDS

1:1

5:1

6:1

35:1

50:1

300,000,000:1

"I Can't Believe I Said That!"
KATHIE LEE GIFFORD

WHAT ROCKER
IS EVERYONE
SICK OF
LISTENING TO?

HERE WE GO WITH ANOTHER RIDICULOUS **MAD FOLD-IN**

Nothing is more pathetic than a performer whose time has come and gone but who continues to linger on the public stage singing the same sad songs. To find out who just about everyone is tired of listening to, simply fold page in as shown.



FOLD PAGE OVER LIKE THIS!

FOLD PAGE OVER LEFT

B FOLD BACK SO THAT "A" MEETS "B"

ROCK HITS OF YESTERYEAR

I HOLD YOU IN MY ARMS ★ LOVE IS NEVER TOO LATE
FAT MAN SINGS THE BLUES ★ BALLAD FOR LOVESICK DONKEYS
QUESTIONS I DARE NOT ASK ★ THERE ARE NO OTHERS
AIMING TO WIN YOU ★ SAY THOSE THREE LITTLE WORDS
JEALOUSY CONSUMES ME ★ CHICKS SUCKS ★ OPEN MINDED MOMS
UNWORTHY OF YOU ★ BABE'S SUPPLE HAIR



TODAY'S FANS WOULD RATHER HEAR A
JOHANN SEBASTIAN BACH ORATORIO THAN LISTEN
TO THE UNPLEASING SOUNDS FROM SOME
ROWDY PRIMA DONNA. NOTHING MAKES FANS SICKER

A

B

ARTIST AND WRITER: AL JAFFEE

MAGNETIC PERSONALITY

